CEMBER 24, 1945

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

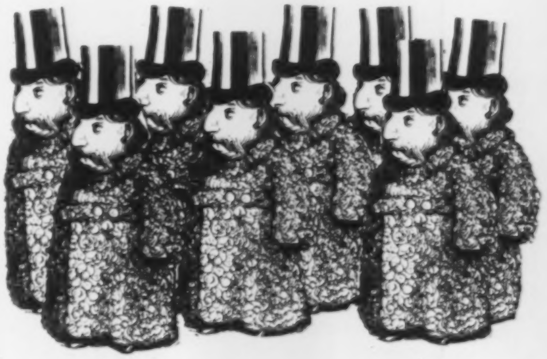
TELECASTING

more on the same subject

More people live in those portions of the 7 great states covered by WOR (18,399,713), than live in the combined cities of Chicago, Los Angeles, Detroit, Pittsburgh, San Francisco, and St. Louis.

More money – 26 billion dollars – was spent in 1944 by people in WOR's territory than the combined goals set for the 7th and 8th War Loan Drives by the United States Treasury Department.

More homes in the WOR area have radios than America's largest selling national magazine has buyers. Our digit deliverer, Miss Ochs, will remind you that we're talking about 4,704,675 homes.



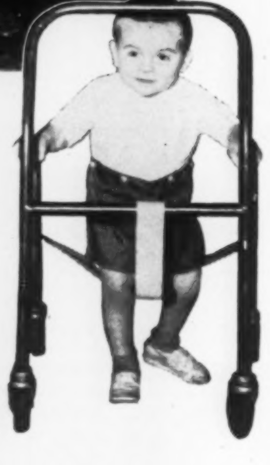
More stories of how WOR has successfully sold goods rest in WOR's files than in the files of any other one station in the United States. The number, we keep repeating, is exactly one hundred and six.

Mutual

LISTENERS SEND NICKELS, DIMES AND DOLLARS

...AND A CHILD WALKS

1945—*Dr. John W. Holland, WLS staff pastor, visits Donald.*



1944—*Donald tries out the orthopedic walker.*

HIS LEFT LEG, paralyzed by polio for 20 months, two-year-old Donald Bresson was taken from his farm home to a hospital in Rockford, Illinois, to use an orthopedic walker given to the hospital by WLS Christmas Neighbors Club. Lifted into the walker for exercise twice each day for eight months, Donald is back home now, walking unaided and looking forward to Christmas with a normal child's anticipation.

Nurses at the hospital tell us that without benefit of the walker given by WLS Christmas Neighbors Club, Donald *would never have learned to walk.*

* * * *

Each year since 1935, generous listening friends have sent to the WLS Christmas Neighbors Club money providing wheel chairs, inhalators, incubators, and other needed equipment for 593 hospitals and other child caring institutions in 17 states and Alaska.

1945 donations give promise of equalling 1944's $27,000.00. With this money portable blood pressure machines and fracture beds will be added to the regular gift list.

This kind of help to those less fortunate is possible because of listener confidence in WLS—The result of continuous, reliable service by WLS to individual, family, and community in the rural Midwest. WLS serves business needs by frequent weather and market reports, farm problem discussions . . . brings educational programs into rural schools . . . provides entertainment these folks like . . . links inspirational programs with practical demonstrations of Christianity.

WLS Christmas Neighbors Club is but one example of WLS and its listening family combining to foster better living for Midwest America.

A Clear Channel Station

WLS

CHICAGO 7

The
PRAIRI
FARME
STATIO

BURRIDGE D. BUTLE
President

GLENN SNYDE
Manager

50,000 watts, 890 KC, American Affiliate. *Represented by* JOHN BLAIR & COMPANY. *Affiliated in Management with* **KOY,** *Phoenix, and the* ARIZON
NETWORK—**KOY,** *Phoenix,* ★ **KTUC,** *Tucson* ★ **KSUN,** *Bisbee-Lowell-Douglas*

WAS IT THE CROWDS that made Christmas shopping so tough? Or was it the fact that you could not find what you wanted? Christmas shopping or news-hunting—it's easier and better if you have a choice. INS furnishes radio news-casters with the greatest variety of news and human interest news-features. It is written so that it can be read aloud without change or simply and easily edited to fit time limitations or regional interest when desired. You can make a selection, give to your daily newscasts the same distinction, character, individuality you like to show in your personal Christmas gifts.

INTERNATIONAL NEWS SERVICE

lished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

SHOULD CBS not acquire KQW San Francisco from the Bruntons at $950,000 purchase price (see story, page 16) because of FCC policy declaration on network ownership, there will be number of bidders including Marshall Field Enterprises and possibly personages high in Democratic party ranks.

THE ANSWER to many of America's international communications problems probably will be found in a comprehensive report which has been prepared for the State Dept. by Prof. Arthur W. McMahon of Columbia U. Prof. McMahon spent several months studying knotty problem and his recommendations have been accepted favorably—in most particulars—by William B. Benton, Asst. Secretary of State. Prof. McMahon favors private participation in international broadcasting and appointment of a committee, to be chairmanned by an FCC official, to set up program for operation.

WQXR AND ITS FM adjunct, WQXQ New York, shortly will have new executive. Lt. Col. John S. Hayes, former WOR production chief, who directed AFN operations for the Army in ETO until recently, will join the *New York Times* stations as station manager shortly having procured Army release last week. Post is new one and he will report to Elliott Sanger, WQXR executive vice president, who will devote primary attention to policy level matters, along with John V. L. Hogan, president.

FATE of Fred Waring morning program on NBC, started six months ago as experiment, rests with American Meat Institute Board, meeting Dec. 28 in Chicago. If AMI directors approve twice-weekly sponsorship of 11-11:30 a.m. series, NBC keeps it sustaining other three days, otherwise show likely goes off.

MID-JANUARY may see departure from Treasury's War Finance Division of two key figures—Ted R. Gamble, National Director, and Lt. David Levy, Radio Section Chief.

LT. COL. TEX McCREARY, ex-New York *Daily Mirror* staffer, now on terminal leave, trying to interest at least one network in news service which he proposes to organize. His last Army job: Conducting flying circus of reporters and photographers to scenes of best stories in Pacific.

NAB PRESIDENT Justin Miller won't be seeing James C. Petrillo, AFM president, until after holidays. He wants across-the-table meeting with music czar, but parley postponed because Mr. Miller has Board meeting on schedule plus district meetings upcoming—and AFM head wants to spend holidays in Chicago.

LIKE HIS predecessor, President Truman is conversant with AFM-radio tribulations. He collided with it while in Senate and has shown

(*Continued on page 88*)

Upcoming

Dec. 28: NAB FM Executive Committee, Palmer House, Chicago.

Jan. 2-3: Indiana Local Broadcasters Assn., Indianapolis.

Jan. 3-4: NAB Board of Directors, Roosevelt Hotel, Hollywood.

Jan. 30: RMA Board of Directors, Stevens Hotel, Chicago.

Bulletins

EDWARD R. MURROW, chief of CBS European staff, in charge of London office, and Davidson Taylor, who rejoined CBS Nov. 16 as director of programs after two years abroad in Government service, elected network vice-presidents Friday, dividing responsibility for all CBS broadcasts. Mr. Murrow supervises news, educational and discussion broadcasts, Mr. Taylor all other programs.

DIRECTOR of National Music Camp, Interlochen, Mich., will wage one-man war against James C. Petrillo, AFM president. Dr. Joseph Maddy, of Michigan music retreat, so announced Friday after he had been ordered to appear before the AFM executive board in Chicago Jan. 15 to show cause why he should be expelled from union. Union charges Dr. Maddy's work is "detrimental" to AFM.

CIO Jan. 5 starts Saturday series, *Cross Section-CIO* on CBS 3:45-4 p.m. Bill Downs, former CBS war correspondent, to conduct "impartial interviews" with CIO personnel.

DRUGGISTS TO HANDLE RADIOS

McKESSON-ROBBINS, wholesale drug distributors serving some 30,000 retail stores, and Goodyear Tire & Rubber Co. through its retail outlets will distribute RCA's new line of radios and radio-phonographs. Table models in $25-$75 price range to be introduced early next year. Also may be handled by mass distribution companies.

Business Briefly

ARMY BUYING SPOTS ● U. S. Army starting Jan. 7 uses 600 stations five times weekly for three weeks in recruiting announcement campaign. All stations except affiliates of ABC and Mutual which carried at least three Army-sponsored football broadcasts will benefit. Agency, N. W. Ayer & Son, New York.

FAWCETT ADDS ● Fawcett Publications Inc., New York (*Magazine Digest* and *True Magazine*), has renewed *World News Roundup* thrice weekly on WEAF New York, through April 1, 1946. Company sponsors spot announcements on 13 stations for *True* and five stations for *Today's Woman* magazine. Agency, McCann-Erickson, New York.

DAINTEE NAMES HILL ● Daintee Products Co., Paterson, N. J. (Brite-Aid and other household products), has appointed Hill Adv., New York, to handle grocery store products. Radio may be used.

TINKLETONE PLANS ● Precise Electronics Co., New York (radio sets), has appointed Atom Adv., New York, to handle advertising. Firm expects to use radio in March to plug newest model called Tinkletone.

SNIDER SPOTS ● Birdseye-Snider, New York (Snider condiments), on Jan. 3 starts daily participation in combined *Sunrise Salute* and *Housewives Protective League* on KNX Hollywood for 13 weeks. Agency, Benton & Bowles, New York.

ADM. FARLEY PROMOTED

REAR ADM. JOSEPH F. FARLEY, communications expert, nominated by President Truman to become commandant of the Coast Guard with rank of full admiral, succeeding Adm. Russell R. Waesche, who retires Jan. 1. Adm. Farley, 56, has been identified with Coast Guard-Treasury communications most of his Coast Guard tenure, which began in 1912. He has been Coast Guard-Treasury delegate t many international conferences on communications and was important figure on Board of War Communications.

Six Commercial TV Stations Assigned

PERMANENT assignments in the new low television band for the existing six commercial stations and the 10 experimental stations were announced Friday by FCC, together with procedure to be followed in shifting of assignments to conform with new allocations.

Four of six existing commercial metropolitan stations which must change frequency were notified they must go off air by March 1 and return with regular programs by July 1 on new assignments. Amateur service will shift March 1 from 56-60 mc to 50-54 mc.

The Commission explained all commercial assignments announced were for metropolitan stations with their existing powers and antenna heights. Changes in assignments of experimental stations were made to prevent interference to commercial stations, to achiev uniformity of licensing where the same equipment is used experimentally and commerciall by the same licensee, or to remove televisio operation from frequencies assigned to othe services.

To effect changes without disturbance, FC set forth this procedure:

1. Existing stations that must change frequency will go off the air on or before March 1, 1946, and return to the air with regular programs on or before July 1, 1946 on their new assignments.
2. The amateur service will change from the frequency space between 56 and 60

(*Continued on page 88*)

MATRON IN
MOBILE

OR NEWLYWEDS
IN
NEW ORLEANS

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

"by ... the company he keeps"

THREE YEARS AGO

A firm named Rosen-Novak came to Omaha, unknown, to sell used cars in one location. . . . They bought 30 spots a week on KOIL.

TODAY

Same firm, now in four big locations, signs for 2,000 spots. . . . KOIL gets 90% of this smart budget. . . . .

NOW
Basic American

GORDON GRAY
General
Manager

KOIL

Represented by
Edward Petry Co., Inc.

5000
WATTS

1290
KILOCYCLES

Basic
AMERICAN BROADCASTING CO. . . – in *Omaha*

BROADCASTING
The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.
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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Rufus Crater, Norma Pugliese, Adele Porter, Molly Jackson.

BUSINESS

MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Cleo Kathas. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION

HERNARD PLATT, *Circulation Manager*

Dorothy Young, Herbert Hadley, Leslie Helm

NEW YORK BUREAU

250 Park Ave. *PL*aza 5-8355

EDITORIAL: Bruce Robertson, *New York Editor;* Edwin H. James, Florence Small, Dorothy Macarow, Doris Gooch.

ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU

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Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

1509 North Vine St., Room 217. *GL*adstone 7353.
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU

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James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

2nd.

IN BANK DEPOSITS

$

SHREVEPORT. LOUISIANA

STACKS UP!

among the 12 cities of 115,000 to 125,000 population

12TH IN POPULATION

NO WONDER Shreveport ranks so high with the national time-buyer—when it is 12th in size in the Nation's twelve cities between 115,000 and 125,000 and yet SECOND in Bank Deposits.

Small wonder that these same men choose KWKH as the medium to reach this rich buying market, since KWKH with its 50,000 watts "Stacks Up" as the BIG Station of the Ark-La-Tex .. as the "selling power in the buying market."

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
LOUISIANA
TEXAS

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

CREATED FOR THE COAST.

"MEET

...in her purse she

When a man goes rummaging in women's purses, he's likely to get some surprises. Or, as emcee Jerry Lawrence proves to the delight of *Meet the Missus* audiences, anything is possible. Thus far he's found such oddities as smoked tripe, a hand grenade and a stuffed chipmunk. But that's not all...

By far the most interesting item in the handbags of a quarter-million women who each year comprise the studio audience *alone* of *Meet the Missus* is a half-billion dollars in buying power.† And this is only the buying power of women who actually *see* the show. In addition to them...

More ladies *listen* to *Meet the Missus* than to any local women's program on the Pacific Coast.*

COLUMBIA
Pacific
NETWORK

. . . *by the* ***Idea*** *Network*

THE MISSUS"

carries a half-billion dollars

Monday through Friday, rain or shine, holiday or washday—the ultra-glamour of Earl Carroll's (where the broadcasts originate), the gag questions and gimmicks, the unrationed laughter and deep-down sentiment of *Meet the Missus* on the Columbia Pacific Network make it a housewives' "must".

In person or on the air, *Meet the Missus* delights the lady with the purse—that all-powerful lady who does most of the Pacific Coast's family buying. And it pleases sponsors of everything from quick-frozen foods to floor wax, too. So much so that one advertiser voluntarily announced: "*...our sales results are ample evidence that you have an outstanding show.*"

A call to us or Radio Sales will get *you* an introduction to the *Missus* and (as soon as an availability opens up) get *your product* an introduction to the purse-powerful audience of *Meet the Missus.* Why not call us or Radio Sales now?

†*Computed on $1,922 per capita effective buying income for Los Angeles, Sales Management "Survey of Buying Power" (May, 1945).*

**Pacific Network Hooper ratings (September, 1945).*

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS

RADIO STATION

WFLA

Serving the Tampa-
St. Petersburg area,
in Florida

Announces
the
appointment of

Charles G.
Baskerville

as manager.

TAMPA

Feature of the Week

A WAR-END friendship was renewed early this month when Gen. Jonathan M. Wainwright, hero of Corregidor, made good his promise to visit Arizona, where he lived as a boy.

He made the promise to Howard Pyle, program director of KTAR Phoenix, who represented NBC, KTAR and the Arizona Broadcasting System as a war correspondent, as they were flying home after witnessing the Japanese surrender ceremonies on the *U.S.S. Missouri* and the surrender of Lt. Gen. Yamashita, Jap commander in the Philippines, in northern Luzon.

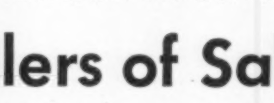
Gen. Wainwright's Arizona visit included an appearance on Mr. Pyle's *Report to the People of Arizona*, a state network feature; a meeting with Gov. Sidney P. Osborn, accompanied by Mr. Pyle; a party at Williams Field near Phoenix, and a 325-mile flight which gave him a view of his old Fort Grant home, which he hadn't seen in 50 years. Mr. Pyle, the first civilian broadcasters to land on the Atsugi airstrip near Tokyo, was the only radio man aboard the plane bringing Gen. Wainwright from the Pacific to the U. S.

FANCY western riding crop was presented Gen. Jonathan M. Wainwright by Howard Pyle, program director of KTAR Phoenix, during a radio interview when the general made a visit to Arizona.

Sellers of Sales

DYNAMIC, 38-year-old Erwin H. (Ernie) Shomo, sales manager of WBBM Chicago, has been telling the boys along Michigan Avenue ever since 1941 that the most important job a salesman can do is a good job of public relations.

No prophet, but now enjoying the fruits of his pre-war prediction, Ernie is prepared for the future with a long list of satisfied clients now on the air with WBBM and an almost equally long list of accounts to whom he had to regretfully say "No" when they begged for time.



ERNIE

"It has always seemed to me that there is no such thing as a lost account. For this reason, even when we weren't able to satisfy local advertisers' requests for time, that we continued to contact them and keep them interested in radio. Today, as some of the institutional accounts drop off, these people are still anxious to get on the air."

"The radio salesman's big job today and I speak only for the men on our sales staff, is to offer the proper solution to the radio problems a great many accounts will face as they move from wartime to peacetime production.

The secret of a successful sales force is the ability to coordinate all departments of a radio station to produce results for an advertiser while improving the station's prestige with its audience, Ernie believes.

"We put fully as much effort into producing and servicing a local show or a local spot campaign as we would if it were a network production. The salesman is the advertiser's chief contact with the station and the talent. If he has let the "easy money" of wartime accounts interfere with his maintenance of the respect and good will of advertisers hard hit by wartime restrictions, he has lost himself a friend and a future customer."

"It may be of interest to know that our own sales staff has actually spent more time and money in keeping our advertisers satisfied during the war when we had little time to sell, than before Pearl Harbor when the shoe was on the other foot," he declared.

A native Chicagoan, born July 3, 1907, and educated in Chicago public schools, Ernie has been an advertising salesman from the day he walked out of Senn High School with a diploma in 1925. He started with the *Chicago Tribune* as a classified adman, and moved to New York to join the advertising staff of the *Tribune's* famed *Ocean*

(*Continued on page 82*)

"3 Little Words"
on
WWDC

"Three Little Words" (that will do a lot for your sales) is on Sundays at 4:15 P.M., EST, on WWDC and the entire Associated Network.

"Three Little Words" is a live show featuring Ted Alexander, a singer, who has long been a Washington favorite through his appearances at the Hotel Mayflower. He was formerly a Kay Kyser soloist. He is backed by the unique organ style of Len Friendly, with poetic interludes by Willis Conover. The result is a fifteen-minute show that has both bobby-soxers and matrons swooning.

For sale as a package on the entire network, or locally on a cooperative basis. Write or wire Ben Strouse, WWDC, Washington 6, D. C., or Weed & Company in your city.

WWDC
the big sales result
station in Washington, D. C

Represented nationally by
WEED & COMPANY

EVERETT L. DILLARD

And

The Staffs of

COMMERCIAL RADIO EQUIPMENT COMPANY

KOZY

Kansas City's Pioneer FM Broadcast Station

W3XL

Washington D. C.'s Pioneer Developmental FM
Broadcast station on the 100 Megacycle Band

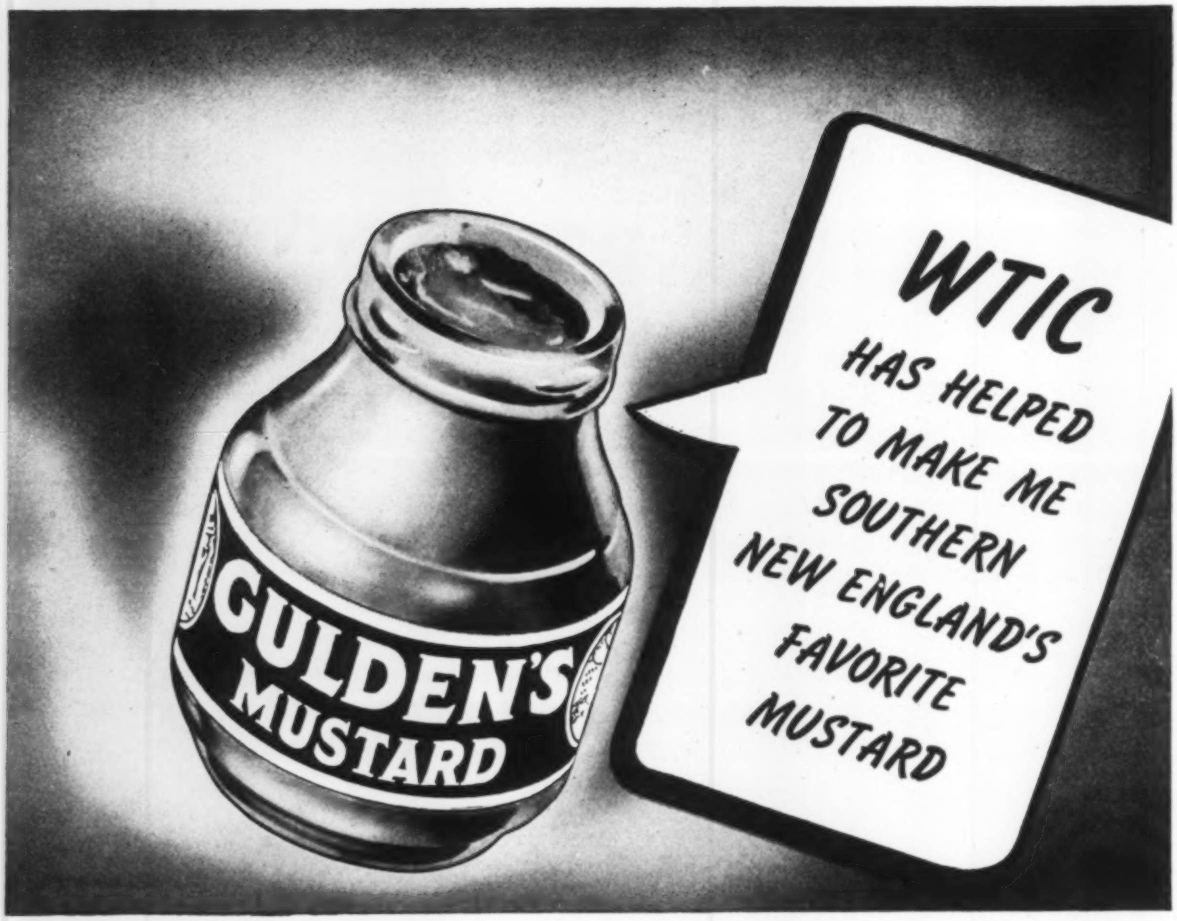
Wish Their Many Friends

A Very Merry Christmas

And

A Happy New Year

KANSAS CITY, MO. WASHINGTON, D. C. HOLLYWOOD, CAL.


GULDEN'S MUSTARD
WTIC HAS HELPED TO MAKE ME SOUTHERN NEW ENGLAND'S FAVORITE MUSTARD

Back in 1938, the makers of Gulden's Mustard decided to test the effectiveness of radio for promoting the sale of their product. WTIC and the wealthy Southern New England market were selected for the experiment. That test has resulted in a mutually profitable association of seven years standing, for Gulden's is today the favorite mustard of Southern New England.

A quality product, a superior sales medium, and an above average market form a combination that is just about impossible to beat. Gulden's Mustard, WTIC, and Southern New England are a case in point.

WTIC

50,000 WATTS

DIRECT ROUTE TO SALES IN

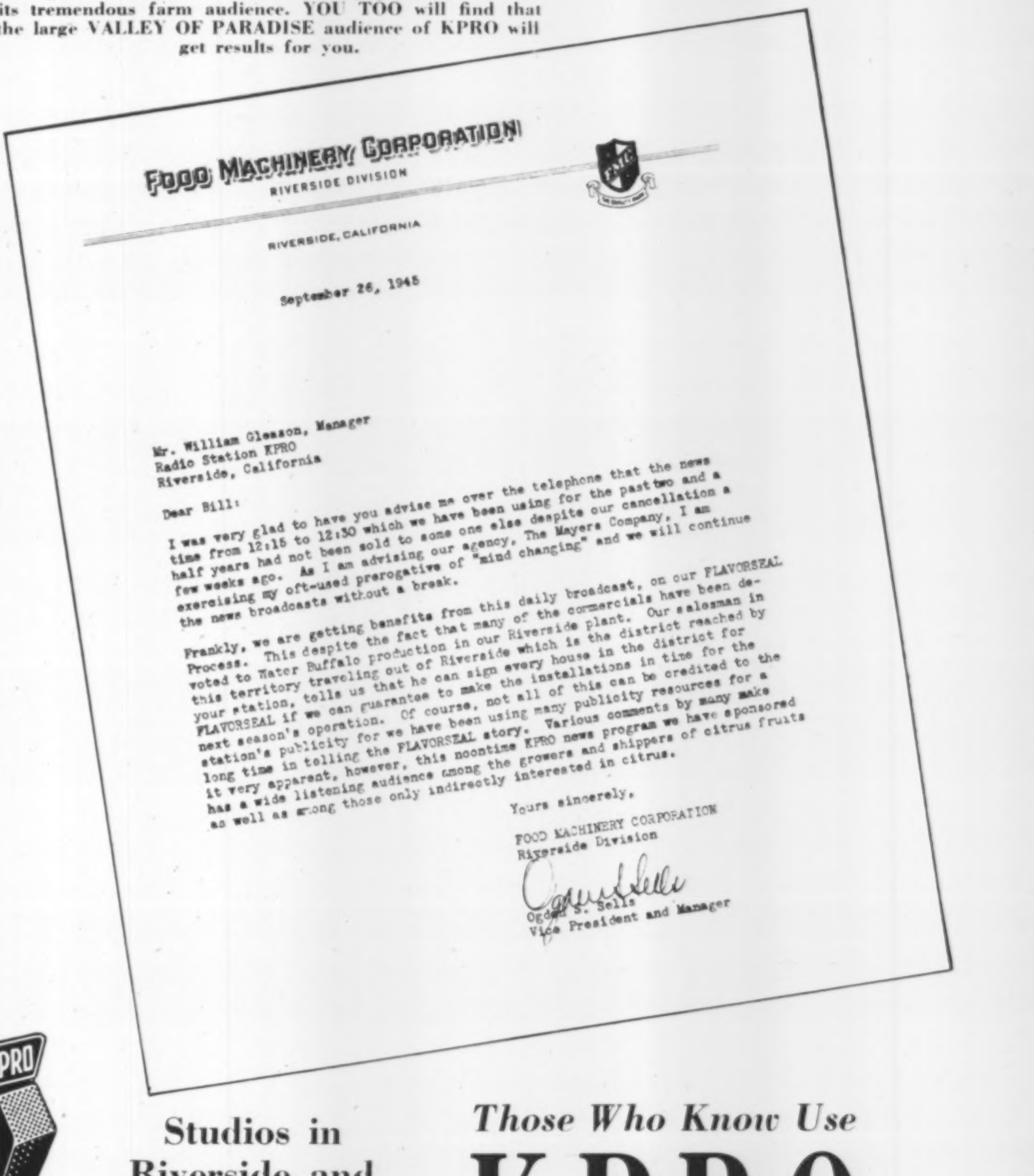
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network

Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

War Advertising Over KPRO Brings 100% Sales for Peace Time Product

Advertiser discovers, after cutting of promotional budget, that he had made a mistake and decided to carry KPRO through the reconversion and retooling period because of its tremendous farm audience. YOU TOO will find that the large VALLEY OF PARADISE audience of KPRO will get results for you.



FOOD MACHINERY CORPORATION
RIVERSIDE DIVISION

RIVERSIDE, CALIFORNIA

September 26, 1945

Mr. William Gleason, Manager
Radio Station KPRO
Riverside, California

Dear Bill:

I was very glad to have you advise me over the telephone that the news time from 12:15 to 12:30 which we have been using for the past two and a half years had not been sold to some one else despite our cancellation a few weeks ago. As I am advising our agency, The Mayers Company, I am exercising my oft-used prerogative of "mind changing" and we will continue the news broadcasts without a break.

Frankly, we are getting benefits from this daily broadcast, on our FLAVORSEAL Process. This despite the fact that many of the commercials have been devoted to Water Buffalo production in our Riverside plant. Our salesman in this territory traveling out of Riverside which is the district reached by your station, tells us that he can sign every house in the district for FLAVORSEAL if we can guarantee to make the installations in time for the next season's operation. Of course, not all of this can be credited to the station's publicity for we have been using many publicity resources for a long time in telling the FLAVORSEAL story. Various comments by many make it very apparent, however, this noontime KPRO news program we have sponsored has a wide listening audience among the growers and shippers of citrus fruits as well as among those only indirectly interested in citrus.

Yours sincerely,

FOOD MACHINERY CORPORATION
Riverside Division

Ogden S. Sells

Ogden S. Sells
Vice President and Manager

**Studios in
Riverside and
San Bernardino,
California**

Those Who Know Use

KPRO

For availabilities consult Adam Young, Jr., Joe McGillvra or Duncan Scott

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Two years, Telegraph Operator, Santa Fe R. R.
Eleven years, Advertising Staff, St. Louis Post-Dispatch
Two years, Copyrighted Newspaper Features
Four years, Sales Staff, Radio Station KSD, St. Louis
Free & Peters (New York Office) since Feb., 1943

"Fore," please— here comes

JONES SCOVERN!

Yes, friends, alack and alas. Despite his cherubic face, the character depicted above is both a gin rummy hound and an amateur golf champion. Also, we hasten to add, he had seventeen years of successful advertising experience even before coming with F&P (including four years of top-notch work in local and regional sales at KSD) and is really one of the crackerjack radio time salesmen in the U.S.A. . . . All in all, Jones has long proved himself to be one of your most valuable F&P "Colonels"!

Yes, we mean "*your* most valuable", as stated! Here at F&P, Jones Scovern and all the rest of us have some rather original conceptions of radio-station representation — which include the idea that we represent your interests to the same extent as those of the radio stations we serve. Because we are convinced that if we "sell" you the right stations, and if those stations fully understand your needs — then you, *and* the stations, *and* F&P will all be more successful, and enjoy life a lot more while we're doing it!

Too good to be true, you think? Well, give us a ring and see if we can't *show* you, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
DETROIT: *645 Griswold St.* Cadillac 1880
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING

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Nets, Affiliates Feel Double Petrillo Blast

More Musicians, No Overseas Music AFM Demand

By Bruce Robertson

JAMES CAESAR PETRILLO, president of the American Federation of Musicians, fired a double blast at radio last week in demands on the major networks and affiliate stations.

He forbade the networks to broadcast any musical programs from abroad (except Canada) effective Dec. 31.

He ordered the networks to "do something" about the fact that of independent stations receiving network programs, only 275 employ staff musicians while 411 do not. He wants musicians employed in every station affiliated with any major network.

International Questions

Mr. Petrillo's first demand—that networks cease broadcasting music from abroad—is expected to have international repercussions. It came on the eve of the State Dept's. program for a world-wide information dissemination which includes, among other things, fostering the exchange of radio programs between this country and others (see story on page 76).

Officials of the major networks were surprised by the double blow. No formal comments were available, but it appeared likely that Petrillo's demands for musicians in every network affiliate would be tossed to the new Industry Music Committee named by NAB President Justin Miller. That committee held its first session in Washington Dec. 6 [BROADCASTING, Dec. 10].

In identical letters to the presidents of the major networks, the AFM chieftain asserted that affiliates which do not now maintain staff musicians "should employ live musicians if they are to continue to receive network programs." He said he would "be happy to call a meeting of the four chain companies some time after the holidays to discuss the entire matter."

In the meantime Mr. Petrillo suggested the network heads might "cooperate by advising these stations that something must be done to remedy this situation." He said the argument that musicians are unavailable in certain cities will not stand up as the union now is "willing and ready to service all of these stations." That goes for Canada as well as the U. S., he added.

CONTINUING a campaign to tighten his grip on radio, James C. Petrillo, AFM president, has added two more demands to networks. He has banned pickups of foreign music (except Canada) effective Dec. 31 and told networks that affiliates not now employing musicians must hire them. Networks expected to toss latest demands into lap of newly-formed Industry Music Committee.

The musicians-for-every-station demand reached networks' headquarters shortly after his previous communication forbidding pickup of music from abroad. In that letter Petrillo said the war is over and there's no longer any need for such foreign programs. He commented it's time to get back to normal operating conditions, indicating that to him "normal" means music performed only by AFM members.

No analysis of network musical programs from abroad was available as BROADCASTING went to press, but network spokesmen informally expressed the opinion they were so few in number their absence would have little effect on overall programming of networks. These statements apparently overlooked the regular exchange of broadcasts conducted in cooperation with the British Broadcasting Corp. and carried in this country and England.

Many of these are not primarily musical programs but would lose much of their effectiveness if incidental music had to be eliminated, Stephen Fry, program director at BBC's North American headquarters in New York, said. Mr. Fry reported that he had requested BBC counsel to approach the AFM with a request for an explicit definition of musical pickups, pointing out that many addresses of international importance, such as those of Gen. Eisenhower, have been accompanied by military music which the new AFM edict, if strictly interpreted, would eliminate. Mr. Fry also pointed out that if applied to international programming generally, prohibition on musical programs from abroad would seriously hamper radio's effectiveness as a means of promoting international understanding, as music, needing no translation, has played an important part.

Raises Social Problem

On the domestic front, Mr. Petrillo has raised a problem of social and economic responsibility of individual broadcasters as well as the issue of employment for AFM members. If the union's figures are correct, there are three network affiliates operating without employing live musicians for every two that do employ them. Those not employing musicians obtain their musical programs from the networks and records.

In addition to his latest demands,

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Jett Calls NARBA Meeting for Jan. 4

Technical Meet Precedes State Dept. Conference Called for Feb. 4

RECOGNIZING the importance of clearing up hemispheric standard broadcast allocation problems before expiration of the "Havana Treaty" next March, both the State Dept. and the FCC went into action last Thursday, arranging a preliminary engineering meeting of representatives of U.S. stations on Jan. 4, to be followed by a conference of North American representatives in Washington on Feb. 4.

Full impact of the NARBA meeting, precipitated by Cuba's demands for additional standard broadcast facilities, apparently was not felt in either until after the State Dept. moved toward calling a full-dress "treaty conference" in Washington for early January [BROADCASTING, Dec. 17]. The FCC promptly interceded at the State Dept., urging a technical conference looking toward an interim agreement to obviate Senate ratification, because of lack of time in which to prepare for a conference of plenipotentiary proportions.

PREPARATORY to the North American Regional Broadcasting Engineering Conference in Washington Feb. 4, Commissioner E. K. Jett of FCC, outstanding authority on international communications, has called meeting of industry engineers in Washington for Jan. 4. Possible effect on U. S. broadcasters of Cuba's demands for some 20 additional channels makes it important conference. Mr. Jett urges those planning to attend Jan. 4 conference to notify him.

The State Dept. previously had notified the North American nations signatory to NARBA (Canada, Cuba, Mexico, Haiti, Dominican Republic, Newfoundland and the Bahamas) that the sessions would be held in Washington the first week in January. Last Thursday, the State Dept. sent telegrams to these nations advising them the conference would begin on Monday, Feb. 4 in Washington.

Simultaneously, the FCC announced last Thursday that Commissioner E. K. Jett, who has had broad experience in international conferences and who participated in the drafting of NARBA in 1937; Chief Engineer George P. Adair, and General Counsel Rosel H. Hyde would meet with representatives of industry on Jan. 4 "to discuss matters to be considered at the forthcoming engineering conference relating to the North American Regional Broadcasting Agreement."

Importance of the conference is stressed in the FCC announcement, because of the possible effect even of partial compliance with the Cuban demands upon standard station operations in this country. Cuba has "demanded" new assignments on some 20 additional channels, mainly below 100 kc, and most of them with power of from 15 to 50 kw and all of them requiring protective directional antennas. Following the 1941 NARBA shiftover, many stations suffered intolerable interference from Cuban stations which did not comply with engineering standards specified in the agreement.

Every effort is being made to hold the Feb. 4 session within the limitations of an engineering conference, rather than a formal treaty meeting. The expectation is that an executive agreement may

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Touche!

IT TOOK a member of the press to hit the network television situation on the head. Last week, following the RCA color demonstration at Princeton, a newspaperman summed it up thusly: "CBS says 'we've got color but we won't show it.' RCA says 'we'll show it but we haven't got it.'"

TV Standards Are Adopted by FCC

TECHNICAL standards to govern television operation were adopted by the FCC last Wednesday at its final meeting of the year. *The Standards of Good Engineering Practice Concerning Television Broadcast Stations* covers 26 pages of text, in addition to 10 charts and drawings. Applicants and engineers may obtain the Standards from the FCC.

The Standards, along with Rules and Regulations Governing Television (and all other services) will be published in full text in the BROADCASTING 1946 Yearbook Number now in production, which will appear in early 1946.

Subject to revision as progress is made in the art, the Standards are based upon the best engineering data available, including evidence at hearings, conferences with radio engineers, and information supplied by equipment manufacturers and television station licensees. They are complete in themselves, the Commission pointed out, and supersede previous standards or policies concerning television.

The Commission said that while the Standards provide for flexibility and indicate the conditions to which they apply, "it is not expected that material deviation from the fundamental principles will be recognized unless full information is submitted as to the need and reasons therefor."

The Standards cover 12 sections which include definitions, transmission requirements, typographical data, interference determination, field intensity measurements, transmitter location, antenna systems, transmitter design, and studio equipment. Sections 13 to 20, which include approved transmitters and monitors and television broadcast application forms, are to be supplied.

The Standards are virtually the same as those proposed by a joint FCC-industry engineering conference and submitted last summer for the Commission's approval [BROADCASTING, Aug. 6].

Spiegel Appoints

SPIEGEL NECKWEAR Co., New York, has appointed Stuart Bart Adv., New York, to handle advertising. Firm may use spot announcement campaign in 1946.

CBS May Need New Station To Help Pay Costs--Kesten

Network Officials Make Plea at FCC Hearing To Be Allowed to Acquire KQW San Jose

OWNERSHIP of another station may be needed, CBS Executive Vice President Paul W. Kesten told the FCC last Thursday, to help maintain the company's operations.

Appearing at a hearing in behalf of Columbia's proposed purchase of KQW San Jose, Mr. Kesten declared that signs are evident that broadcasting operations are going back to normal. And, he added, at normal level there is a threat of operating at a loss because "circulation" has reached the ceiling. The present 32 million radio homes, he said, approaches the ultimate.

Replacement for WBT

He said CBS, which owns seven stations and 45% of another, is not seeking to raise the ceiling on its station ownership but is seeking to replace WBT Charlotte, sold several months ago (for $1,505,000) under FCC network regulations. CBS, he said, will need the revenue from another station if operations return to "normal".

Importance of San Francisco as a news center—especially with the possibility of its selection as United Nations headquarters—was cited by Mr. Kesten as one reason an owned station is needed in that area. He said he could understand the Commission's viewpoint in not wanting one organization to own too many stations, but that it is important for the public interest that big news centers be covered adequately. San Francisco, he said, is vitally important in long-range planning.

Pointing out that 1944 was the peak year for revenue, he said if income dropped to the 1941 level the network would operate at a loss. Pyramiding costs heretofore have been cushioned by expansion of the medium, he explained.

Ownership of a "reasonable number of stations—provided it falls short of monopoly—adds greatly to the economic stability of network operation," Mr. Kesten said.

CBS proposes to buy KQW, now its affiliate, from Ralph R., Mott Q., and Sherwood B. Brunton and C. L. McCarthy for $950,000. The hearing was held before Commissioners Clifford J. Durr, Charles R. Denny Jr., E. K. Jett and William H. Wills.

Frank M. Stanton, CBS vice president and general manager, said if the application is granted CBS plans to apply for a change in frequency from 740 to 560 kc with 5 kw day and night, and that if this change is not permitted CBS would prosecute an application for 50 kw on 740 kc. He said the company also would ask that KQW be designated as a San Francisco station.

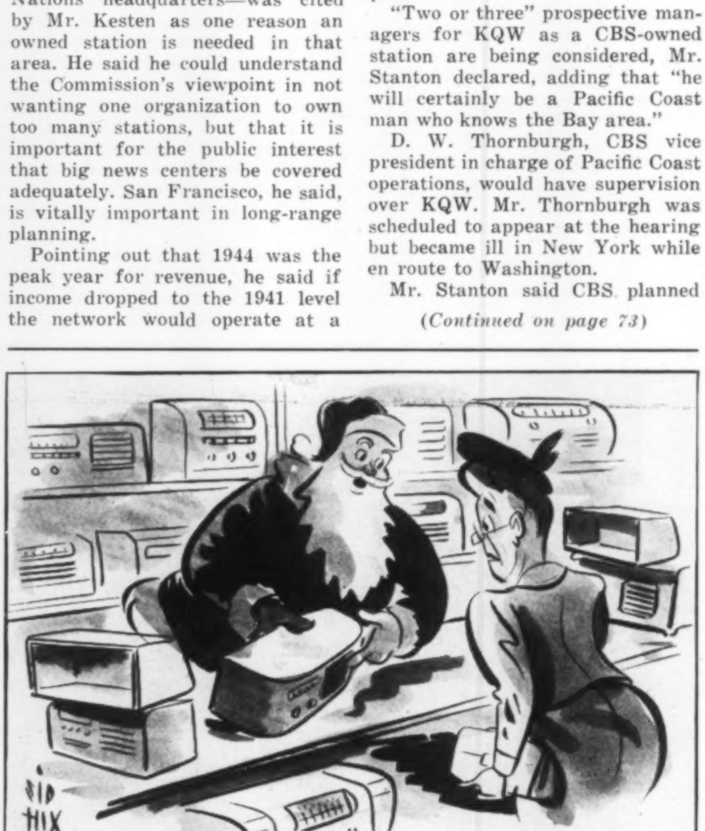
He said CBS did not need any immediate return on its investment but did expect KQW to show a profit.

"Two or three" prospective managers for KQW as a CBS-owned station are being considered, Mr. Stanton declared, adding that "he will certainly be a Pacific Coast man who knows the Bay area."

D. W. Thornburgh, CBS vice president in charge of Pacific Coast operations, would have supervision over KQW. Mr. Thornburgh was scheduled to appear at the hearing but became ill in New York while en route to Washington.

Mr. Stanton said CBS planned

(*Continued on page 73*)



Drawn for BROADCASTING by Sid Hix

"No Ma'am we haven't any parts yet. This is what your new radio will look like though!"

DAVIS LEAVES NAB

RESIGNATION of John Morgan Davis as general counsel of NAB, submitted some time ago, was accepted Thursday by President Justin Miller. Mr. Davis asked to be relieved of his post to devote full time to his law firm in Philadelphia, Davis & Short. He will stay at NAB until a successor has been named. Labor aspects of the Law Dept. will be shifted to the new Employe-Employer Relations Dept. now getting under way, with a director to be named soon. Mr. Davis joined NAB Aug. 9, 1944. He had been in Philadelphia broadcasting since 1929.

Study of Agency Recognition Slated

PRESENTATION of pros and cons covering a proposed agency recognition bureau within the NAB was worked out last Tuesday at a meeting of a subcommittee of the Sales Managers Executive Committee. The presentation will be laid before the NAB Board of Directors at its Jan. 3-4 meeting in Los Angeles (see roundup story on board meeting page 20).

Cost of operation, which might run $25,000 or more a year, is discussed along with operating aspects.

If the board endorses the recognition project and the script, a 30-minute dramatization will be prepared. This will give those at district meetings a chance to offer their views after hearing the idea argued both ways.

Attending the subcommittee meeting at NAB headquarters in Washington were: Stanton P. Ketler, WMMN Fairmont, W. Va., chairman; Harold Soderlund, KFAB Lincoln; Lewis H. Avery, head of Lewis H. Avery Inc., representatives, and former NAB Director of Broadcast Advertising; Muriel Reger, New York script writer. Frank E. Pellegrin, NAB Director of Broadcast Advertising, along with J. Allen Brown and Hugh M. Higgins, assistant directors, participated.

FCC Announces FM Allocation Proposals

Conditional Grants Are Made for 32 FM Stations

ADOPTING the new channel numbering system to designate station frequencies, the FCC last Wednesday announced a tentative allocation pattern for the U. S. providing for more than 1500 metropolitan and rural FM stations. The plan does not include community allocations, a Commission expert explaining the number of such channels available is "undeterminable" but that they will provide for at least several thousand additional stations.

Simultaneously, the Commission made 32 more conditional grants for FM stations, bringing to 229 the total number of authorizations since the resumption of normal licensing. In addition, three applications for stations in the Ft. Wayne, Ind., area were designated for hearing, bringing to 43 the number of cases to be heard.

The FM allocation plan was characterized by Chairman Paul A. Porter as an effort to show what is possible in a rough way rather than as a hard and fast policy to be applied in authorizing stations. He emphasized that departures will be made from the plan wherever it is found in the public interest to do so.

In several instances, the Commission pointed out, "there appears a lack of sufficient channels to meet the probable need for assignments. When the demand grows in these areas, it is usually possible to reallocate channels from adjacent areas where the demand is less and where service may already be sufficient. As a result, a lack of channel listing for a particular locality does not necessarily mean that a channel cannot be made available there, should the need develop."

MORE than 1500 metropolitan and rural FM stations, in addition to an indeterminable number of community outlets, are provided in a tentative allocation plan devised by the FCC. Channel numbers are those adopted by the Commission to designate station frequencies.

The Commission said the plan does not include community stations, because "it has not been considered practical to establish a basic allocation pattern for stations of this type." Nevertheless, the Commission is anxious to encourage applications for this type of station from broadcasters who fear the designation "community" carries the implication of a small station. Commission engineers declare a community station provides considerably better coverage than an AM local facility and as good as the usual regional station.

The probability that many applicants may be assigned community channels, thus increasing the number of available metropolitan channels in an area, was revealed. Ten community channels, it was explained, may provide as many as five such assignments in some cities, depending on demand for such facilities in the area.

The Commission plan takes into account cities where there are no standard stations and applications for FM stations from these areas. It provides that the number of FM channels shall be 50% to 100% above the number of standard stations in each city or market area.

The Commission noted that only a few channels have been designated for a number of small cities, particularly in the West, anticipating that this would supply the probable demand. However, it was pointed out, more channels are available if the demand develops.

Allocation Plan Basic

The allocation plan uses as a basis an effective radiated power of 20 kw and antenna height of 500 ft. above average terrain. The separation of stations on the same channel, the Commission said, "varies from that required by ground wave interference (principally in the Eastern U. S.) to the separation required for freedom from tropospheric interference 1% of the time or less (principally in western areas)."

The Commission conceded the probability that many of the service areas which are being determined for these cities may be greater or less than that provided by the 20 kw power and 500 ft. antenna height and interference more or less than now considered. In many cases, it declared, it is likely that the service areas will be smaller than that provided by this power and antenna height.

The plan of allocations was worked out some time ago, it was learned, and was used as the basis for designating applications for FM stations in Area II for hearing. A plan of allocations for Area I (New York, southern New England and Middle Atlantic states) was adopted two months ago [BROADCASTING, Oct. 29] when the Commission accepted the CBS proposal for assigning frequencies in New York, Philadelphia and other eastern cities. Except for "a little juggling," it was explained, the allocations for Area I are unchanged.

It was admitted there are "hot potatoes" in the plan but it was pointed out that the proposal is flexible and can be adjusted to meet station demands. If necessary, Commission engineers asserted, the number of available metropolitan and rural channels in Area II could be substantially increased.

Grants and hearing designations authorized last week left the Commission with still approximately 500 FM applications to be acted upon. A total of 272 applications have thus far been given conditional grants or set for hearing.

Conditional FM Grants

Following is a list of the grants:

City	Grantee	Interest in Standard Station	Type of FM Station
	CALIFORNIA		
Sacramento	McClatchy Broadcasting Co.	KFBK	Metropolitan
Sacramento	Lincoln Dellar	KXOA	Metropolitan
San Bernardino	The Sun Co. of San Bernardino		Metropolitan
San Bernardino	Lee Brothers Broadcasting Co.	KFXM	Metropolitan
Riverside	The Broadcasting Corp. of America	KPRO	Metropolitan possibly rural
	ILLINOIS		
Brookfield	George M. Ives	..	Community
Carbondale	Southern Ill. Broadcasting Corp.	..	Metropolitan
Evanston	North Shore Broadcasting Co. Inc.	..	Community
Kankakee	Kankakee Daily Journal	..	Metropolitan
Mt. Vernon	Midwest Broadcast Co.	..	Metropolitan
Waukegan	Keystone Printing Service, Inc.	..	Metropolitan
	INDIANA		
Shelbyville	Shelbyville Radio, Inc.	..	Metropolitan
	MASSACHUSETTS		
Fitchburg	Mitchell G. Myers, Reuben E. Aronheim & Milton H. Meyers	WEIM	Metropolitan
Holyoke	The Hampden-Hampshire Corp.	WHYN	Metropolitan
Springfield	WMAS, Inc.	WMAS	Metropolitan
	MICHIGAN		
Wyandotte	Wyandotte News Co.	..	Community
	NEW HAMPSHIRE		
Manchester	Harry M. Bitner	WFEA	Metropolitan
	NEW YORK		
Corning	W. A. Underhill and E. S. Underhill, Jr., d/b as The Evening Leader	..	Metropolitan
Dunkirk	Dunkirk Printing Company	..	Community
Hornell	The W. H. Greenhow Co.	..	Metropolitan possibly rural
Ithaca	Cornell University	WHCU	Rural
Ogdensburg	St. Lawrence Broadcasting Corp.	WSLB	Rural
Oswego	Palladium-Times, Inc.	..	Metropolitan
Syracuse	Onondaga Radio Broadcasting Corp.	WFBL	Metropolitan
Watertown	The Brockway Co.	WWNY	Metropolitan
	OHIO		
Cincinnati	The Cincinnati Times Star Co.	WKRC	Metropolitan possibly rural
Cincinnati	The Crosley Corp.	WLW	Metropolitan
Cincinnati	L. B. Wilson, Inc.	WCKY	Metropolitan
Cincinnati	Buckeye Broadcasting Co.	WJJD	Metropolitan
Cincinnati	Scripps-Howard Radio, Inc.	WNOX	Metropolitan
	PENNSYLVANIA		
Allentown	Lehigh Valley Broadcasting Co.	WSAN	Metropolitan
York	White Rose Broadcasting Co.	..	Metropolitan

The three following applications were designated for consolidated hearing: Midwest FM Network, Inc.; Farnsworth Television and Radio Corp., and Northeastern Indiana Broadcasting Co. Inc., all for Fort Wayne, Indiana.

FM Allocation Plan

Channels available for FM stations in various cities are listed in the following table:

City	*Channel No.*
ALABAMA	
Anniston (Includes Gadsden)	280
Bessemer	See Birmingham
Birmingham (Includes Bessemer)	226, 228, 230, 232, 234
Decatur	251
Dothan	267, 269
Gadsden	See Anniston
Huntsville	249
Mobile	231, 250, 271, 273
Montgomery	258, 260, 263
Muscle Shoals	244, 246
Opelika (See also Columbus, Ga.)	277
Selma	221, 223
Sylacauga (See also Talladega)	275
Talladega (See also Sylacauga)	273
Tuscaloosa	254, 256
ARIZONA	
Globe	221, 223
Lowell	229, 231
Phoenix	245, 247, 249, 251, 253
Prescott	225, 227
Safford	233, 235
Tucson	237, 239, 241, 243
Yuma	238, 240
ARKANSAS	
Blythesville (See also Jonesboro)	249, 251
El Dorado	277, 279
Fort Smith	267, 269
Helena	241, 243
Hot Springs and Hot Springs N. P.	271, 273, 275
Jonesboro (See also Blythesville)	268, 270
Little Rock	257, 259, 261, 263, 265
Pine Bluff	221
Siloam Springs	245, 247
CALIFORNIA	
Bakersfield	264, 266, 268
Chico	226, 228
El Centro	232, 234
Eureka	230, 232
Fresno	270, 272, 274, 276, 278
Los Angeles (Metropolitan District)	223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261
Marysville	222, 224
Merced	230, 232
Modesto	257
Monterey	261
Palm Springs	269, 271
Redding	232, 234, 236
Riverside	273, 275
Sacramento	271, 273, 275, 277, 279
Salinas	280
San Bernardino	277, 279
San Diego	222, 224, 226, 228, 230
San Francisco-Oakland (Metropolitan District)	221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255
San Jose	263, 265
San Luis Obispo	222, 224
Santa Barbara	274, 276, 278
Santa Maria	234, 236
Santa Rosa	258, 260
Stockton	267, 269
Visalia	238, 240
Tulare	242, 244
Watsonville	259

FCC Adopts Deadline Policy for Filings

Cut-Off Date For Boston Hearing Is Invoked

A NEW POLICY of setting deadlines for the filing of additional applications to be considered with cases scheduled for hearing was announced by the FCC last week.

The practice was invoked for the first time in an announcement by the Commission inviting "the fullest possible competition" for available FM channels in the Boston area, where consolidated proceedings have been scheduled beginning March 11. Commissioner Clifford J. Durr, presiding, will hear 10 applications already filed for a maximum of nine frequencies. Prospective applicants were given until Feb. 9 to enter the hearings.

Ashbacker Ruling

It was explained at the Commission that the deadline procedure was applied in the Boston cases because it was desirable to have a "cut-off" date for interrelated applications since three months advance notice had been given of the hearings. The same practice will probably be adopted for future FM hearings, it was indicated. Only the Boston cases have been scheduled but 30 other FM applications have been designated for hearing.

The Supreme Court decision in the Ashbacker case [BROADCASTING, Dec. 10] had little to do with the Commission's action, it was said. In ruling that competitive applications must be given hearings before grants are made, the court had commented: "Apparently no regulation exists which . . . requires an application for a frequency, previously applied for, to be filed within a certain date."

The deadline policy will probably not apply to standard applications and was not included in notices of issues mailed out on cases scheduled for hearing. It was explained that the calendar set for standard procedings allows insufficient time for a "cut-off" date.

Other FM applications designated for hearing will probably not be heard before the first part of May, it was disclosed, as the full schedule adopted by the Commission for the first three months of 1946 precludes additional proceedings during this period. Most of the field hearings, it was pointed out, will also require further hearings to receive engineering testimony. These are to be held in Washington and will keep the Commission busy for the month of April at least.

The Commission pointed out that its allocation report of Oct. 26 indicated a possible maximum of 10 metropolitan channels in the Boston area, including the existing station (WBZ-FM) owned by Westinghouse. Ten applicants have applied for the remaining nine channels, it stated, adding, "It desires the fullest possible competition for the channels and seeks the fullest information concerning the qualifications of the applicants."

Lists Four Issues

The Commission said it is desirous of making the Boston hearing "of maximum usefulness in its task of assigning these valuable channels." It declared it wishes to give "every encouragement" to veterans and other newcomers interested in entering the broadcast field.

Originally, 11 applications for FM stations in the Boston area had been designated for hearing but one of these—Bristol Broadcasting Co. Inc.—has withdrawn. The remaining applicants are CBS, Yankee Network, Raytheon Mfg. Co., Unity Broadcasting Corp. of Mass. (subsidiary of International Ladies Garment Workers Union), Fidelity Broadcasting Corp., Northern Corp., Matheson Radio Co., Templeton Radio Mfg. Corp., Massachusetts Broadcasting Co., Harvey Radio Labs. Inc.

Four issues were listed by the Commission for consideration at the hearings. These are: (1) qualifications of the applicants, (2) character of the proposed program service, (3) area and population to be served, (4) determination on comparative basis which applications should be granted.

Thus far, the Commission has designated 40 FM applications for hearing, including those in Boston. The others are for stations in the Cleveland, Akron, Providence-Pawtucket and Indianapolis areas. Notices of issues to be heard on seven applications for the six channels in Providence-Pawtucket have been mailed out and applicants in the other cities will shortly be notified.

In connection with consolidated proceedings scheduled for standard applications, the Commission invited testimony from others, besides the applicants, which would assist it in reaching decisions.

Applicants for standard service to be heard at California hearings, beginning Jan. 2, are FM Radio & Television Corp., San Diego; Broadcasters Inc., United Broadcasting Co., both in San Jose; DeHaven, Hall and Oates, Salinas; and Central California Broadcasters Inc., Berkeley (KRE). Each of the applicants is seeking a new station on 1370 or 1380 kc which requests a change in frequency from 1400 to 1380 kc and increase in power from 250 w to 1 kw, unlimited. A sixth applicant, Valley Broadcasting Co., Stockton, previously consolidated with this group, was removed from the hearing as a result of its amendment to request 1420 instead of 1380 kc.

The California hearings will be held at Fresno and will be presided over by Commissioner Ray C. Wakefield, a former member of the California Railroad Commission.

A second set of standard hearings, beginning Jan. 3, will be held in Glens Falls, N. Y., to consider three applications for new stations on 1450 kc, 250 w unlimited. Applicants are Glens Falls Broadcasting Corp., Great Northern Radio Inc., and Glens Falls Publicity Corp. Commissioner William H. Wills, former Governor of Vermont, will preside.

Third Group

Also during the first week in January is a third group of hearings to be held in Charleston, W. Va., to consider three applications for new stations in that city to operate on 1240 kc, 250 w unlimited. Applicants are James H. McKee, Capitol Broadcasting Corp., and Chemical City Broadcasting Co. Commissioner Charles R. Denny, former FCC general counsel, will preside.

In each of the standard broadcast hearings the Commission will receive testimony on eight issues as follows: (1) qualifications, (2) primary service coverage, (3) program service proposed, (4) possible interference with existing stations, (5) possible conflicts with services proposed in other applications, (6) compliance with engineering standards, (7) possible conflicts with regulations of Civil Aeronautics Administration, (8) determination on comparative basis as to which applications should be granted.

Three Sales Halted for Ignoring Rule

ANNOUNCEMENT of FCC's proposed rule requiring the open-bidding method of handling station transfers and assignments found six pending transactions being processed along lines set out in the rule—and at least three being held up for failure to follow the plan.

The proposed rule, announced Dec. 14, is based on procedure suggested by the Commission in its Crosley-Avco decision last September [BROADCASTING, Sept. 10], requiring public advertisement of proposed transfers and assignments and calling for a 60-day waiting period for submission of competing applications. The Commission served notice on Oct. 3 that, pending issuance and adoption of a formal rule, it would defer action on any subsequent applications unless the open-bidding plan was followed.

No active opposition was reported last week, but most sources agreed it was too early for reaction to crystallize. FCC said a hearing on objections to adoption of the rule would be called if requested in writing by Jan. 15. A brief must be submitted with the request.

Applications for transfers and assignments placed in the FCC's pending file involve KXA Seattle, KFQD Anchorage, Alaska, and KELD El Dorado, Ark. FCC said it was deferring action pending adoption of the rule contemplated in the Crosley-Avco decision or until the parties elect to follow that suggested procedure.

May Call Hearing

While the Crosley-Avco decision did not specify the number of advertisements required of applicants, the formal rule would require two advertisements a week for three weeks. Submission of a copy of the advertisement, setting forth terms of the proposed transaction and noting that competing applications may be filed on the same terms, would be required along with the application.

The applicant's advertisement must be published in a daily paper of general circulation in the community in which the station is located. FCC also would advertise the terms; under the interim procedure this has been done in the *Federal Register*, on a one-time basis.

Text of the order follows:

At a meeting of the Federal Communications Commission held at its offices in Washington, D. C., on the 13th day of December, 1945;

WHEREAS, The Commission in its decision in the matter of Powel Crosley Jr., transferor, and Aviation Corporation, transferee (Docket No. 6767) announced that it was considering proposed new rules and regulations prescribing procedure to be followed in cases involving the assignment of license or transfer of control of corporate licensees; and

WHEREAS, The Commission is of the opinion that a proposed new rule, Section 1.383, prescribing such procedure—which appears in an appendix to this Order—may serve public interest, convenience and necessity; and

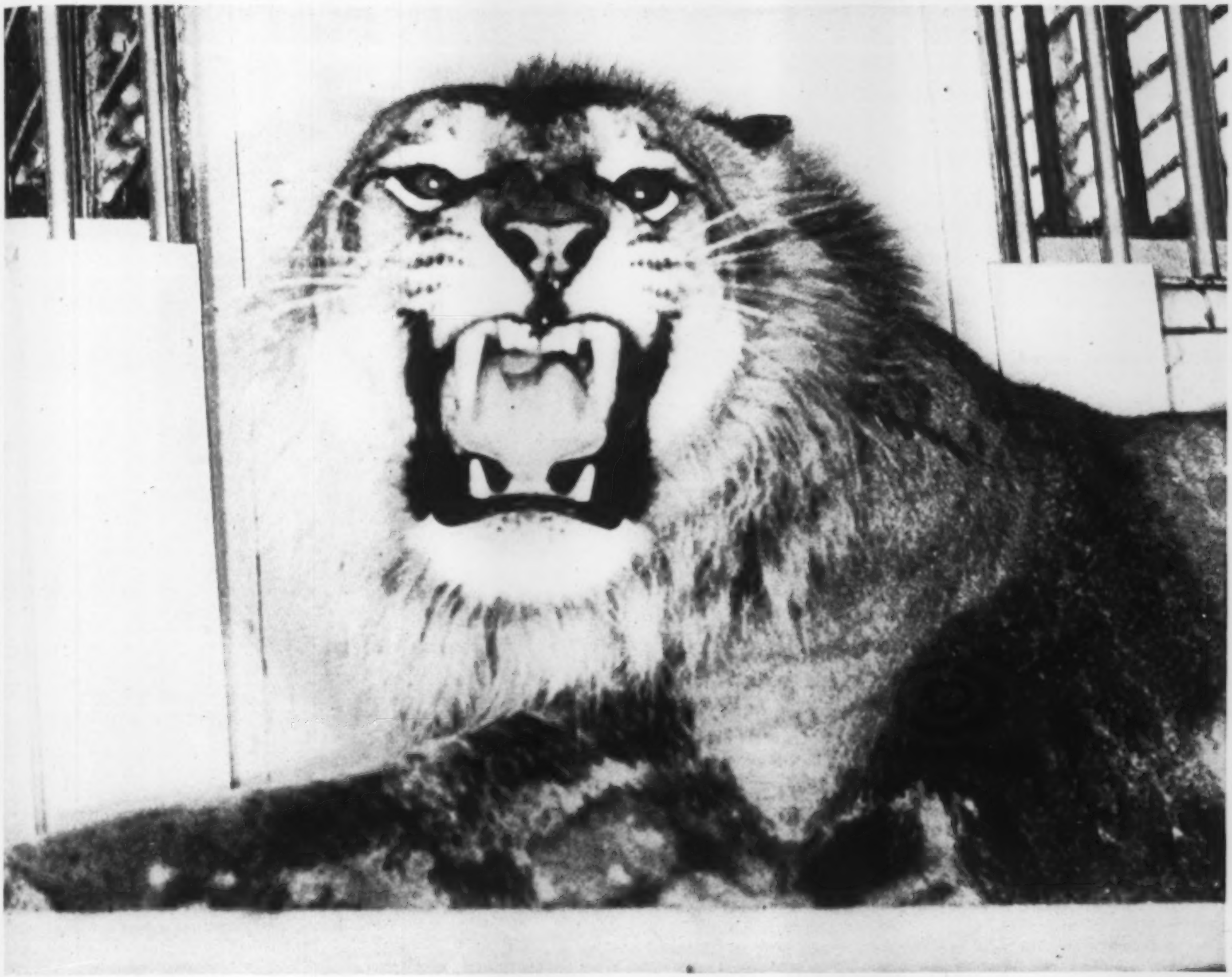
WHEREAS, The Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file briefs and to appear before the Commission to argue orally why the proposed rule should not be adopted or why it should be adopted in the form proposed in this Order;

NOW, THEREFORE, IT IS ORDERED, That upon a written request of any interested persons, oral argument be held before the Commission en banc at a date to be designated, as to why the proposed rule should not be adopted or why it should not be adopted in the form proposed in this Order. Such request for oral argument shall be filed on or before January 15, 1946, by any person desiring to appear and each such request shall be accompanied by a brief.

APPENDIX

Section 1.383—Assignment and transfer of control.—(a) Applications for

(*Continued on page 86*)



Ever see a Tiglon?

A Tiglon is half tiger and half lion. And the one up there was in the Central Park Zoo in 1938. Its mother was an African lioness. Its father a Siberian tiger.

It's a little of this and a little of that, that so often makes freaks. And we're using that unusual animal to prove a point for W-I-T-H, the successful independent radio station in Baltimore.

W-I-T-H doesn't give you a little of this audience and a little of that audience . . . but it delivers more listeners-per-dollar-spent than any other station in this five-station town.

Facts to prove it are available.

W·I·T·H
BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Philco Finds City TV Cost Is Half Million

Data Filed With FCC Shows Monthly Operating Budget of $61,500

A Glimpse at the cost of establishing and operating a metropolitan television station was provided last Friday as Philco Radio & Television Corp. filed data with the FCC completing its application for a video station in Washington, D. C.

Philco estimated initial installation costs at $528,423 and monthly operating costs at "$61,500 and upwards," the latter figure not taking into account such costly items as talent. Estimated monthly revenue was "not known." The minimum estimate on operating costs would run to $738,000 a year.

Other Estimates

Philco's operating estimates, anticipating 37¾ hours of programming per week, compare with CBS estimates of $3,191,000 a year for 42 hours a week [BROADCASTING, Oct. 15]. In October 1944, James D. McLean, sales manager of television transmitting equipment of General Electric Co., estimated on a prewar price basis that equipment for a "master television station" would cost $250,000 to $300,000 excluding grounds, buildings and antenna structures, and that technical operating expenses would be around $350,000 a year for 56 hours per week not counting talent and assuming the eight-hour program day is divided equally between live talent and film, all originated at the station.

HOW MUCH does it cost to establish and operate a television station? Philco Radio & Television Corp. estimated last week that its proposed Washington station would cost $528,423 to install and "$61,500 and upwards" per month to operate, not counting talent costs.

Costliest item in the installation proposed by Philco would be studio technical equipment—cameras, film scanners, microphones, synchronizing generators, etc.—$171,300. Next item is $167,281 for construction of buildings. Link equipment, furniture, and two mobile camera units would cost an estimated $79,580. Other installation costs:

Visual transmitter $32,500; aural transmitter $12,137; antenna systems $19,995; studio lighting $34,000; frequency and modulation monitors $1,630; acquisition of land (already purchased) $10,000. Three studios, six studio cameras and four mobile-unit cameras would be used.

Philco asks assignment of Channel 4 (66 to 72 mc) for the Washington station, which would be the southern terminus as well as an initiating station in the firm's high-frequency relay system connecting New York, Philadephia, and Washington. Operating personnel would number about 190, reduced by the amount of air time originating in New York and Philadelphia, plus administrative staff and stage designers, carpenters, painters, make-up artists and assistants.

Studio Site Undetermined

Studio site has not been determined. Transmitter would be located in Arlington County, Virginia.

The amended application, prepared by Reed T. Rollo of Kirkland, Fleming, Green, Martin & Ellis, Washington law firm, and Raymond M. Wilmotte, Washington, consulting radio engineer, points out that Philco has actively participated in television development for 13 years, having started operation of experimental station W3XE in Philadelphia in 1932 and WPTZ Philadelphia as a commercial station in September 1941.

The company proposes a monthly schedule of 54 hours of outside pickups; 100 hours of studio production; 10 hours of motion picture

(*Continued on page 76*)

Los Angeles NAB Meeting to Map Expansion

NAB Board of Directors, meeting at the Hotel Roosevelt, Los Angeles, Jan. 3-4, will approve a vastly expanded program designed to meet rapid progress of broadcasting operations and improve its services.

A tentative agenda has been prepared for the first board meeting since the Oct. 1-2 session in Washington at which Judge Justin Miller was inaugurated as president and A. D. Willard Jr. as executive vice president. It covers the entire range of broadcast functions and brings before the board new activities which have been in the formative stage and are ready for final approval.

Big Budget

NAB headquarters officials, armed with the biggest budget in history, believed about $600,000, will submit reports covering association committees and departments. Work of the past year will be reviewed and plans for 1946 outlined.

Attending the board meeting from headquarters will be Judge Miller, C. E. Arney Jr., secretary-treasurer, Frank E. Pellegrin, director of broadcast advertising, and Edward M. Kirby, public relations counsel.

The board meeting will be followed by a series of NAB district meetings starting Jan. 7 in Los Angeles and ending Feb. 8 in Memphis. A second series of meetings is tentatively scheduled to start March 18 in Minneapolis and end March 29 in Cincinnati. Plans for other meetings have not been arranged but will be held sometime in April. (See district meeting schedule this page).

Going up the West Coast for the first three meetings (Los Angeles, San Francisco, Seattle) will be the NAB quartet attending the board session. They will return to Washington during a 10-day gap in the schedule. Resuming Jan. 25, Mr. Willard will join the party in place of Mr. Kirby. The itinerary covers Omaha, Denver, Dallas, Tulsa and Memphis.

Membership of NAB is at an all-time high, the board will be informed, with prospects good for acquisition of new members in 1946 as the industry expands. Also in sight is the prospect that such non-members as ABC MBS and Yankee in the network field, and WOR New York and WGN Chicago in the station group may join during the year.

Westinghouse Problem

Conversations have been held with officials of Westinghouse Radio Stations Inc. since resignation of that group from the board last autumn. No indication has been given as to the possibility that Westinghouse will return to the fold. Westinghouse resigned on the ground that NAB had improperly presented the early history of broadcasting in its 25th Anniversary promotion and because of dissatisfaction with other phases of association activity.

IMPENDING new era in broadcasting finds NAB building up staff to keep pace with industry progress and growth. Plans for year will come before NAB board of directors Jan. 3-4, with all departments geared for stepped-up service to broadcasters. New president, Justin Miller, will present association projects to board and review progress since he took office Oct. 1.

In its discussion of membership the board will consider the matter of dues paid by various classes of members. Prospect at the Finance Committee budget meeting Dec. 13-14 [BROADCASTING, Dec. 17] was that an increase in dues would not be necessary despite heavy expansion in departmental budgets and other overhead.

Among other subjects in this category will be status of network membership, bringing up the perennial problem of automatic network membership on the board. Status of FM members acquired with merger of NAB and FM Broadcasters Inc. will be considered.

As of Dec. 13 NAB membership totaled 865, including 648 AM sta-

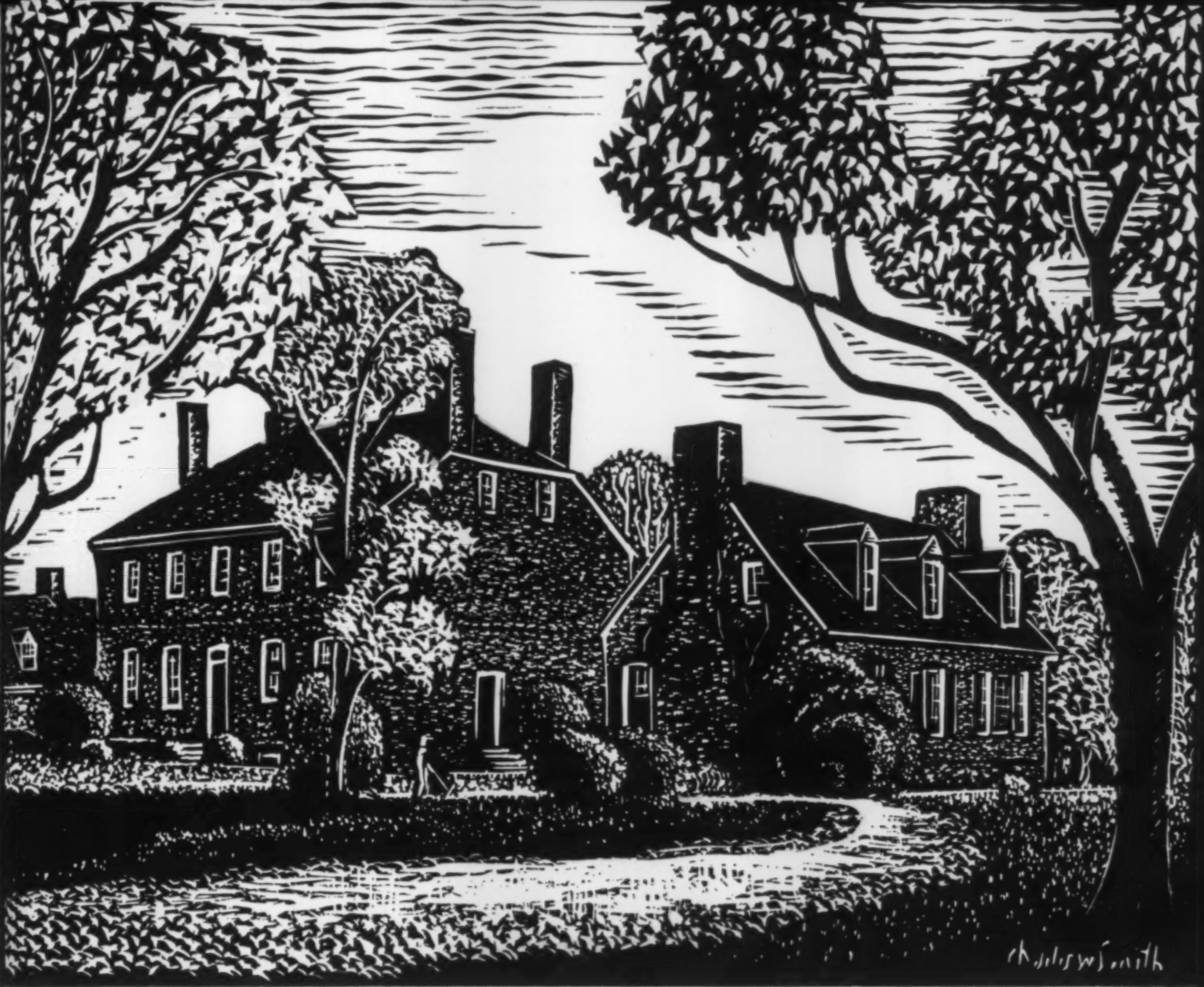
(*Continued on page 74*)

NAB District Meetings

16th District (S. Cal., Ariz., N. M.) Roosevelt Hotel, Hollywood, Jan. 7-8.
15th District (N. Cal., Nevada, Hawaii), Fairmont Hotel, San Francisco, Jan. 10-11.
17th District (Wash., Ore., Alaska), Hotel Olympic, Seattle, Jan. 14-15.
10th District (Iowa, Neb., Mo.), Fontenelle Hotel, Omaha, Jan. 25-26.
14th District (Mont., Col., Wyo., Idaho, Utah), Brown Palace Hotel, Denver, Jan. 28-29.
13th District (Texas), Baker Hotel, Dallas, Jan. 31-Feb. 1.
12th District (Okla., Kan.), Tulsa Hotel, Tulsa, Feb. 4-5.
6th District (Ark., La., Miss., Tenn.), Peabody Hotel, Memphis, Feb. 7-8.

Tentatively Scheduled

11th District (Minn., N. D., S. D., Wis., Mich., in part), Hotel Nicollet, Minneapolis, March 18-19.
8th District (Mich. exc. 2 cos., Ind.), Pantlind Hotel, Grand Rapids, March 21-22.
9th District (Ill., Wis. in part), March 25-26 (no site selected).
7th District (Ky., O.), Hotel Gibson, Cincinnati, March 28-29.
4th District (D. C., Va., W. Va., N. C., S. C.), Cavalier Hotel, Virginia Beach, Va., April 11-12.
Others to be held in April.



"KENMORE", NEAR FREDERICKSBURG, VIRGINIA
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

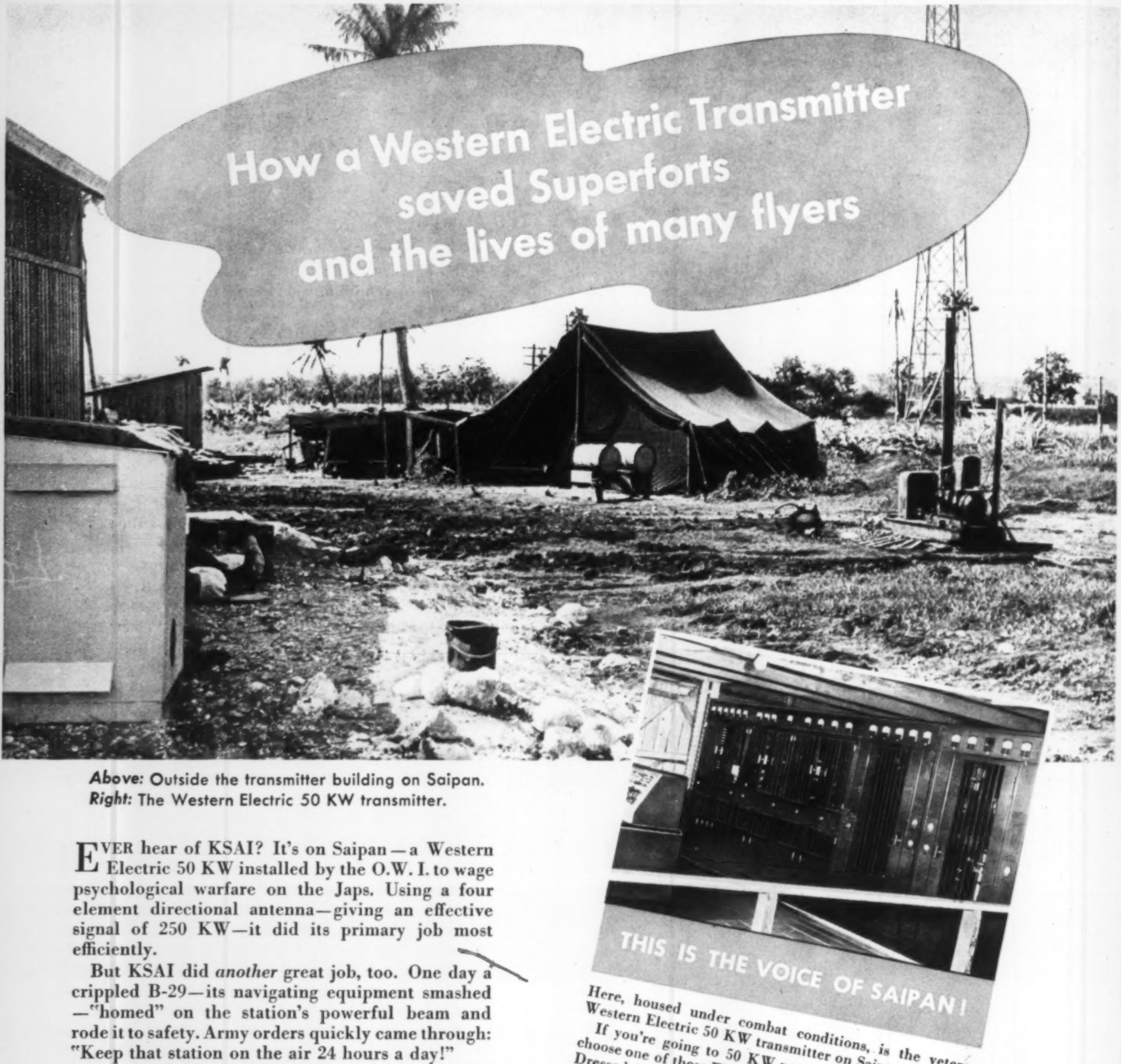
HOME OF WASHINGTON'S SISTER ....

Fredericksburg, just fifty-five miles north of Richmond in the Mother State of Virginia, is the site of many interesting old homes which date back to the Revolutionary and War Between the States eras. Among these is "Kenmore", built by Colonel Fielding Lewis for his second wife, Elizabeth (familiarly known as "Betty"), only sister of George Washington. "Kenmore", long a rendezvous of fashionable Virginians during the middle of the eighteenth century, is especially noted for the beautiful ornamental plaster work on the ceilings of some of its rooms. Now restored, the mansion contains relics and furniture associated with the Washington and Lewis families .... a perpetual link between the glories of the Past and the promise of the Future. This link, too, is the cornerstone of WRVA's policies. Our pledge of service is bound to the future by our respect for the past .... and our pride in being an integral part of a State so rich in history, so rich in destiny.

50,000 WATTS .... NIGHT AND DAY
STUDIOS IN RICHMOND AND
NORFOLK, VIRGINIA

WRVA

How a Western Electric Transmitter saved Superforts and the lives of many flyers



Above: Outside the transmitter building on Saipan.
Right: The Western Electric 50 KW transmitter.

EVER hear of KSAI? It's on Saipan — a Western Electric 50 KW installed by the O.W.I. to wage psychological warfare on the Japs. Using a four element directional antenna—giving an effective signal of 250 KW—it did its primary job most efficiently.

But KSAI did *another* great job, too. One day a crippled B-29—its navigating equipment smashed —"homed" on the station's powerful beam and rode it to safety. Army orders quickly came through: "Keep that station on the air 24 hours a day!"

Around the clock, KSAI kept going—with only six hours a month allowed for maintenance. Requests from lost flyers for "position" dropped from an average of 140 per day to a mere 20. In four months alone, KSAI was credited with saving 20 Superforts, 200 flyers and equipment worth more than $15,000,000.

Certainly this Western Electric installation paid big extra dividends!

Here, housed under combat conditions, is the veteran Western Electric 50 KW transmitter on Saipan.

If you're going to 50 KW you can't do better than to choose one of these Western Electric 407 type transmitters. Dressed in its Sunday best in your transmitter building, it will give you the same dependability, the same uninterrupted service, that it gave our airmen over Saipan. Graybar is taking orders now—get *yours* near the top of the list.

Buy all the Victory Bonds you can—and keep them!

Western Electric

BUGABOOS PLAGUE FREE NEWS

Experts Agree Communications Face Same Sovereignty Threats as Statesmen

FREEDOM of world communications under UNO was debated by a panel of five radio and press association chieftains at a Dec. 14 conference of the American Assn. for the United Nations at Town Hall, New York.

Gist of the debate: The same bugaboos of national sovereignty which plague the statesmen of UNO's participating nations rise dark and ominous among the news and information experts of the world.

The panel was composed of Robert Saudek, director of public relations, ABC; A. A. Schechter, director of news and special events, Mutual; Lyman Bryson, director of education, CBS; Frank Starzel, assistant general manager, Associated Press, and Harry Flory, foreign news manager and director of communications, United Press. Brig. Gen. David Sarnoff, president of RCA and chairman of the board of NBC, presided.

Association had ready for the panel a tailored set of four questions: (1) Should UNO insist upon freedom of communications as vital to the maintenance of world understanding? (2) How can American radio and press associations contribute most to the exchange of constructive stories throughout the world? (3) How can the press and radio of the world contribute to general understanding and support of UNO? (4) Should radio and the press assume a continuing obligation to put before the world the operation of the U. S. form of democracy?

One of the questions, the panel concluded, was misleading, others vague.

Said AP's communications-wise Mr. Starzel: "It is hopeless to suggest that nations relinquish their sovereignty of communications." He stated his opposition to the adoption of resolutions on this subject which were "platitudes incapable of realization."

What Mr. Saudek wanted to hear was a definition of "freedom of communications." His suggestion was that it might have different meanings in different countries. No one answered his request.

In response to question No. 2, concerning world-wide exchange of constructive stories, Mr. Schechter had a brisk reminder: Exchange of stories between U. S. news agencies which are free and competitive and agencies abroad which are government-owned or government-controlled is sometimes difficult. Mr. Schechter's implication was that a foreign agency's selection of a U. S. news offering would be frequently determined within the rigid restrictions of a foreign government.

Mr. Bryson pointed to another factor which, particularly in radio's case, would hamper free exchange. Language difficulties, he said, are critical.

Question No. 3, concerning press and radio support of UNO, was brushed off quickly. A free press and radio, said Mr. Bryson, could not oblige itself to support any cause. Its obligation was to disseminate the truth as it saw it.

Much the same answer was given to question No. 4, involving the American radio's and press' responsibility to tell the story of American democracy.

Said Mr. Starzel: "If it means propagandizing, the answer is 'no.' If it means giving true accounts of the function of our government, the answer is 'yes'." Good or bad, reports on what goes on in Washington must be given honestly, he said. Mr. Flory enthusiastically agreed. UP, he said, would hardly underwrite a project to gild a report of government function which, in truth, should be unfavorable to the U. S.

Wide 16-mm. Film Use In TV Seen by Thomas

WHEN TELEVISION eventually replaces radio, 16-mm. motion pictures will supplant present electrical transcriptions, predicts Joseph A. Thomas, president of Telefilm Studios, Hollywood.

"Motion pictures will be made of events in the news spotlight and then will be edited and broadcast by television," Mr. Thomas said. "Low cost of 16 mm. camera coverage and projection will give it a preferred position over 35 mm. Also, the narrow gauge film is noncombustible and therefore may be sent through the mails and otherwise shipped at lower cost." He said several advertising firms had inquired at Telefilm Studios about having 16-mm. commercials made for telecasting. The firms expect to make 16-mm. films of their factories and products to supplant oral commercials, he revealed.

Ekins Threatened

H. R. Ekins, news commentator of WSYR Syracuse, said last week that he had received threats of bodily harm to himself, wife and child, unless he stops or eases up on his alleged criticism of participants in labor troubles. He denies the charges, saying he has not taken either management's or labor's side in the disputes. Police cars are patrolling the area around his Syracuse home.

Merton V. Emmert

MERTON V. EMMERT, 29, farm and ranch director of WOAI San Antonio, died suddenly Dec. 12 in San Antonio. He was formerly with WLW Cincinnati and WEAF New York. Mr. Emmert is survived by his widow and three daughters.

Our official holiday logger writes:

"Thanks for everything and Merry Christmas and Happy New Year from the friendly folks at WWVA"

Basic American Network

ONE OF THE WORLD'S BETTER RADIO STATIONS
WWVA
50,000 WATTS
WHEELING, WEST VA.

Reece Bill Would Alter FTC Reviews

Want Advertising Aid In Fight to Amend Measures

By WALLACE WERBLE
Editor, Food-Drug-Cosmetic Reports

SUPPORT of advertisers is sought by backers of the Reece bill (HR-2390), which would eliminate overlapping of FTC and FDA and change review provisions of the FTC Act. Wallace Werble, editor of "Food - Drug - Cosmetic Reports," presents herewith an analysis of how the Reece bill would affect advertisers.

BACKERS of the Reece bill to amend the Federal Trade Commission Act are campaigning for support from advertising, including media and agencies as well as advertisers, in preparation for House Interstate and Foreign Commerce subcommittee hearings on the measure, scheduled to begin Jan. 28.

The measure, HR-2390, was introduced in the House last February by Congressman Reece (R-Tenn.), member of the Interstate and Foreign Commerce Committee who took a leading part in the five-year legislative fight that led to the food, drug, and cosmetic amendments to the FTC Act in 1938. A subcommittee composed of the following Representatives will conduct the hearings: Sadowski (D-Mich.), chairman; Rogers (D-Fla.), Rabin (D-N. Y.), Reece, O'Hara (R-Minn.) and Howell (R-Ill.).

Provisions

Broadly speaking, provisions of the Reece bill are divided into two parts:

1—Of interest to the advertising industry in general, particularly to its members who may have transactions with the FTC, are changes in the court review provisions of the original act which would give Circuit Courts the power to look into the facts supporting FTC cease and desist orders and to modify such orders when necessary.

2—Of interest primarily to the food, drug, and cosmetic industries are provisions designed to eliminate the technical "dual jurisdiction" between FTC and the Food and Drug Administration, which has primary jurisdiction over food, drug, and cosmetic labeling as a result of the 1938 Food, Drug, and Cosmetic Act. The situation is complicated, but FTC critics charge that the Commission has stepped into FDA's field by trying to regulate labeling via its jurisdiction over advertising.

The "review provision" of the present FTC Act, which affects all advertisers, requires Circuit Courts to uphold the Commission's findings of fact if supported by evidence. The trend of judicial decisions in recent years has established the doctrine that the courts cannot disturb the Commission's findings as long as FTC has been able to produce evidence to support its views.

Critics of the Commission cite Circuit Court decisions in recent years on appeals from FTC orders in which the judges admitted that, if they had the power, they might have reached conclusions differing from those upon which the Commission based the order.

In recent decisions Circuit Courts have said that the prevailing judicial doctrine on administrative procedure prohibits them from revising—toning down—the prohibitions contained in FTC orders even when the courts may feel that the Commission has been unduly severe.

In a general way, the review provisions of the Federal Communications Act of 1934 and a number of acts governing other administrative agencies are similar to those in the FTC Act. Mr. Reece, who, as a member of the House Interstate and Foreign Commerce Committee, participated in consideration of the acts creating the FCC, Securities and Exchange Commission, and other like laws, contends that their drafting subcommittees turned for example to the original FTC Act when it came to writing in court review sections.

First Passed, First Changed

Since the FTC Act, which established the pattern, was the first one passed, Mr. Reece contends that it should be the first one changed and then, if necessary, consideration could be given to amending the review provisions of the FCC and other laws which were based on the original FTC pattern.

For a number of years there have been pending before Congress a group of bills which would change the administrative procedures employed by all government agencies, particularly the quasi-judicial, quasi-legislative agencies like FTC, FCC, and SEC. One of these measures, the old Walter-Logan bill, passed both houses of Congress but was vetoed by the late President Roosevelt.

Mr. Reece argues that, while the administrative procedures of various agencies have much in common, it would be wiser to tackle each agency in a separate bill.

To correct the FTC-FDA "dual jurisdiction" with regard to foods, drugs, and cosmetics, Mr. Reece would amend the FTC Act to in-

(Continued on page 69)

everybody knows

WBIG

means good broadcasting

columbia affiliate
greensboro, n. c.
represented by hollingbery

PERSONALITY

EACH of the Oklahoma Publishing Company's four powerful merchandising factors has developed a distinct and vigorous personality which reflects itself in sales. Combined into a single selling unit their individuality paves the way for a complete job of advertising and distribution that postwar manufacturers and distributors demand in such a diversified market as the vast Southwest provides.

1. Skilled craftsmen, whose efforts earned for The Daily Oklahoman a 1945 citation for excellence of typography, make-up and presswork in the Annual Ayer Exhibition, make the Oklahoman and Times the Southwest's favorite newspapers.
2. Network caliber programming, production and showmanship have earned for WKY the distinction of being the station most Oklahomans listen to most . . the station most advertisers turn to to move merchandise off dealer's shelves.
3. Three times in a row, four times in all, Mistletoe Express Service has received top award of the National Safety Council as the nation's safest inter-city commercial fleet. In 1945, Mistletoe's city pick-up fleet was named second in the United States in this classification.
4. It is a rare occasion when the entire Farmer-Stockman can be assembled in the office. Farm kitchens, plowed fields and stock feeding pens are far more familiar to Farmer-Stockmen editors than are upholstered office chairs. Farm visits form the basis for Farmer-Stockman direction.

SKIRVIN
TOWER
HOTEL
WKY
STUDIO
②

★ MISTLETOE EXPRESS ★

OKLAHOMAN & TIMES

The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY

★

WKY ★ FARMER-STOCKMAN ★

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

North Carolina exceeds every other Southern state both in value of manufactured products and in cash income to farmers. On the former, North Carolina does *nearly three times* as much as the average of the nine other Southern states—and on the latter, *nearly twice* the Southern average. Isn't this the kind of Southern Market you are seeking?

and WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

RED SKELTON was formally welcomed back on NBC *Red Skelton Show*, sponsored by Brown & Williamson Tobacco Corp. and placed through Russel M. Seeds Co., Chicago. Watching comic sample hors d'oeuvres at post-broadcast party are (l to r): John Elwood, manager, KPO San Francisco; Freeman Keyes, Seeds president; Sidney N. Strotz, NBC Western Division vice president; John Guedel, president, John Guedel Radio Productions, executive producer of Skelton show.

WGST Temporary License Is Extended As Pickard-Calhoun Pact Is Cancelled

GEORGIA School of Technology (WGST Atlanta) last week advised the FCC it has cancelled its obligations to the Sam Pickard-Clarence Calhoun group, which formerly managed the station. The Commission had ruled WGST would have to free itself from the alliance or lose its license. The station's temporary license was immediately extended to Feb. 18.

In filing a new application for the same frequency (920 kc) within the Dec. 18 deadline set by the Commission, the station submitted evidence that the Board of Regents renounced its contract with Southern Broadcasting Stations Inc. which had been held illegal [BROADCASTING, Sept. 24, Nov. 19]. The contract required payments by WGST of 15% of gross income from sale of time over a period of seven years.

Mr. Pickard is a former member of the old Federal Radio Commission and a one-time vice president of CBS. Mr. Calhoun is an Atlanta attorney. As principals in Southern Broadcasting, they formerly managed WGST under an agreement which the Commission held amounted to domination of the station. A subsequent contract to free the station of this domination was also ruled illegal.

As part of its new application, filed by Reed Rollo, counsel, the station included a resolution adopted by the University Board of Regents shortly after the Commission issued its proposed decision to revoke the station's license. The resolution declares:

> Resolved, By the Board of Regents of the University System of Georgia that the ruling of the FCC having made the contract with the stockholders of Southern Broadcasting Stations Inc. legally impossible of performance, the Board hereby approves the action of its WGST Radio Committee in directing that said contract be not further complied with. This action is taken without prejudice to a fair adjustment or settlement of whatever rights the said stockholders may have, subject to the approval or consent of the FCC.

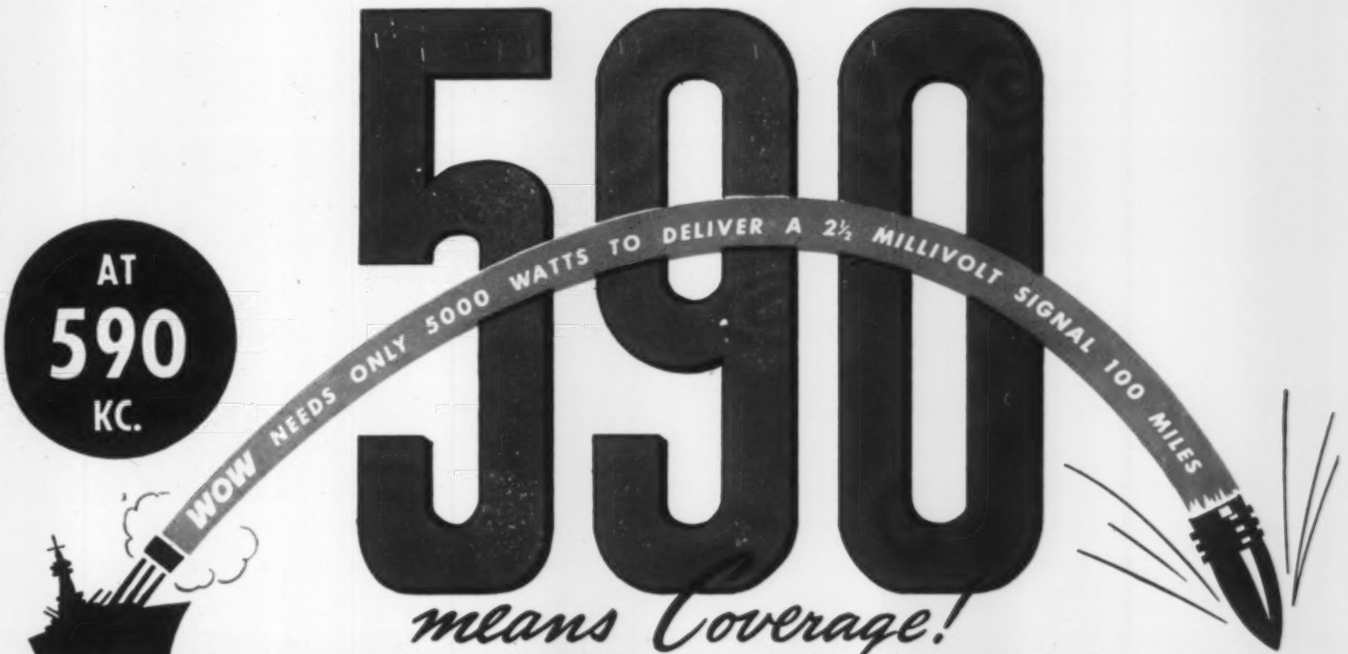
The application stated that the other parties to the agreement were notified orally of the cancellation and that no payments have been made since the issuance of the proposed decision on Sept. 20. It was further declared that the University "will not undertake to negotiate any adjustment or settlement with the other parties to the agreement and until said parties first obtain the approval or consent of the FCC to negotiate a settlement of whatever rights said parties may have under the agreement."

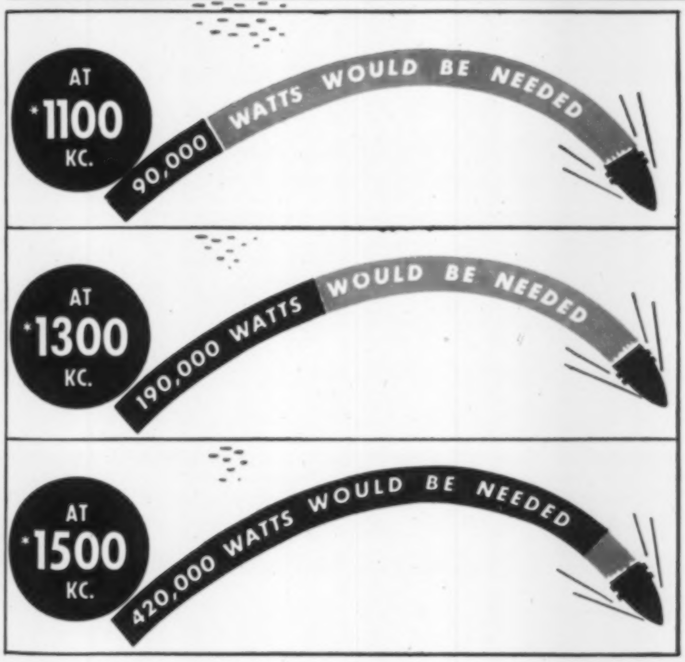
The "rights" alluded to are the station's equipment, ownership of which has been questioned, according to the Commission's decision.

Santa Exposed

HOWARD JONES, announcer of WIP Philadelphia, can't even hide behind white whiskers and a heavy cold. Mr. Jones was costumed as Santa, with a mike hidden in his magic wand, interviewing kiddies on the *Eavesdropping With Santa Claus* program in Gimbel's toy department. One youngster listened attentively to "Santa" Jones and then turned on a know-it-all expression which the announcer caught fast enough to hoist the mike as high over his head as possible. Up piped the boy with: "Aw, you ain't Santa Claus! You're the guy who gives the money away on the Renuzit program."

SURE AS SHOOTIN'...


AT
590
KC.
WOW NEEDS ONLY 5000 WATTS TO DELIVER A 2½ MILLIVOLT SIGNAL 100 MILES
590
means Coverage!



WOW, due to its nearly ideal frequency of 590 kilocycles, used with 5,000 watts, CAN be HEARD clearly within a one hundred mile radius* of its transmitter. WOW is LISTENED to because it is a basic NBC station, furnishing the top radio entertainment of the day, supported by first-class local features and NEWS. These are reasons why WOW gives you the BIGGEST AUDIENCE an advertising dollar will buy in the Omaha trade territory.

IT'S A FACT....

The chart above, based on computations by competent radio engineers, shows how much MORE power is needed to lay down a 2½* millivolt signal 100 miles at frequencies higher than 590 kilocycles. The frequencies shown are approximately those of other full-time stations in the Omaha area.

*WOW's ½-millivolt contour actually reaches out nearly 200 miles!

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L MGR
JOHN BLAIR & CO., REPRESENTATIVES

Borez Is on Brief Leave From JWT Paris Office

MAURICE BOREZ, head of J. Walter Thompson Co.'s office in Paris, will be in the agency's New York office for the next few weeks. Mr. Borez kept the Paris office open throughout the time the Nazis occupied France. He admitted, however, that little advertising, if any, was done during that period.

Mr. Borez says French advertisers are buying time on Radio Andorra located in Andorra between Spain and France, which broadcasts in French and Spanish, and Radio-Monte-Carlo, which broadcasts in French. Radio in Paris is government controlled and allows no commercials. It is expected that when supplies become more plentiful many of Mr. Borez' clients will resume using radio.

'TRITON' TRANSMITTER FOR SALE

RFC Selling Quantity of Radio Equipment From Surplus War Stocks

SECOND high-power broadcast transmitter was declared war surplus last week and turned over to Reconstruction Finance Corp. for public sale. It is the 50 kw Western Electric transmitter formerly operated by KSL Salt Lake City and installed by OWI on the propaganda ship *Triton Maris* [BROADCASTING, Nov. 5] with Doherty circuit added to bring output up to 130 kw.

First high-power transmitter offered for sale by RFC was placed on display at Rosslyn, Va., last week. Bids will be closed this week by RFC. It is an RCA 50 kw 50E, never used [BROADCASTING, Nov. 26]. Sale is being handled by RFC's Richmond, Va., branch office.

Transmitter on *Triton Maris* was valued by OWI at $67,700. It is reported to be in good condition. RFC is anxious to move equipment on the ship, now piling up dockage costs at Richmond, Cal., shipyard. From it comes a long list of radio equipment which OWI valued at a total figure of $113,855. RFC plans to have the equipment dismantled and placed on display. Among items on ship are:

9 Western Electric amplifier consolettes

2 19 A/TRC1FM antennas

22 microphones (6 Western Electric 633 A dynamic, 16 RCA 74B velocity)

4 Hallicrafter receivers

5 receivers, other types

5 Diesel generators (1 1 kw, 1 5 kw, 3 100 kw)

10,000 sapphire playback cutting needles

1 Motorola FM transmitter (OWI value, $1,000)

1 FM link transmitter (OWI value, $1,200)

4 complete turntables (2 Presto L, 2 Presto 6A)

1 800-1500 kc Westinghouse tuning unit

Enormous quantities of tubes, fixed condensers, resistors.

STATION REQUESTS INCREASE IN CANADA

RETURNS filed in the House of Commons at Ottawa show that 170 applications for broadcasting stations, both AM and FM, television and facsimile stations, have been made in eastern Canada since January 1944.

Data were obtained by John Diefenbacker, Progressive Conservative member for Lake Centre, who also asked this data for western Canada [BROADCASTING, Nov. 12]. There were 87 applications for AM stations, 71 for FM stations, 9 for television and 4 for facsimile. While the report did not give data as to how many applications had been allowed, a number of the applicants listed are known to have received their licenses and at least one is on the air at present.

Among those applying are many newspapers, some department stores for television, a number of AM stations for FM and television licenses, and a number of radio representatives and CBC officials for both AM and FM.

Georgia Institute

FIRST Georgia Radio Institute will be held in spring at Henry W. Grady School of Journalism, U. of Georgia, under auspices of Georgia Assn. of Broadcasters and the Journalism School. Leading broadcasters will be invited. Georgia association committee will go over tentative program in January, includes Wilton E. Cobb, WMAZ Macon; John Outler, WSB Atlanta; Jack Williams, WAYX Waycross.

Fan Letter

FANS of WCOV Montgomery, Ala., take their fandom seriously. To the station, addressed "Attn. Manager," came this letter:

"I would like to buy a stock or part interest in this station.

"I also would like to get a job working at this station as a control operator trainer.

"With kindness regards, I am

"Your Very Truly.

"P.S. I also like for this station to become a more powerful station."

LOOK TO NASHVILLE . . .

. . . an A-1 *CITY for your POSTWAR BUSINESS

★ Radio Daily Survey

Manufacturers and retailers looking toward postwar prospects in the South have their eyes on Nashville . . . for Nashville has set the pace for the South with four years of record-breaking gains in population, income and retail sales. It is Tennessee's only A-1 city, and one of sixteen A-1 cities in the nation. The rich Nashville market area, with over a million prosperous buyers, is covered adequately and economically by WSIX—Nashville's outlet for both the American and Mutual networks. . . . We will be glad to furnish full particulars on request. Write us—today!

WSIX Offers:

1. Top shows of both American and Mutual networks which guarantee an unusual share of the radio audience in this area.
2. A powerful signal at low frequency—your assurance of a wide coverage at a very low cost per radio listener.

Add it all up—entertainment, coverage and reasonable rates—WSIX has what it takes to put across your sales message.

WSIX The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

AMERICAN MUTUAL

5,000 WATTS—980 KILOCYCLES

Represented Nationally By THE KATZ AGENCY, INC.

A Tube that Stands the GAFF
built by Federal

Engineered

Especially for HEAVY DUTY Industrial Applications

This high power industrial tube built by Federal is the result of the widening use of induction heating for heavy applications...especially designed for the purpose...built to meet the exacting demands of severe operating conditions.

Federal's 9C23 is a tube that can stand the gaff...with extra ruggedness for stamina...heavy duty filament for long life and high power output... and with the inherent reliability and exceptional qualities that characterize every tube in the extensive Federal line.

Here is another instance where Federal's long experience and leadership in tube design and construction contribute to electronic progress. And it is a good reason to see Federal first for industrial power... rectifier... transmitting tubes.

Remember—"Federal Always Has Made Better Tubes."

Technical Data for Type 9C23
Maximum Ratings for Maximum Frequency of 20 Megacycles

D C Plate Voltage	15,000 volts
D C Plate Current	4.0 amperes
Plate Dissipation	25 kilowatts
Filament Voltage	22 volts
Filament Current	82 amperes
Overall Length	19⅛ inches
Type of Cooling	water

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

THE OUTSIDE AUDIENCE* IS MIGHTY INTERESTED

on the Pacific Coast, too!

IN THE OUTSIDE MARKET live half the radio families on the Pacific Coast. These families are good customers—they account for approximately half of the more than Eight Billion Dollars spent in retail sales on the Pacific Coast each year.

You can't sell 'em if you don't tell 'em and they (the Outside Audience on the Pacific Coast) can't hear your sales message if you aren't on Don Lee. For *only* Don Lee completely covers both the inside and outside markets. A 276,019 C. E. Hooper coincidental telephone survey (the largest ever made on the Pacific Coast) proves *that* conclusively.

You see—only Don Lee has enough stations (39) to deliver both the "inside" and "outside" in this 1,352 mile long mountainous market (the other 3 networks *combined* have only 29 stations). In fact, nine out of every ten radio families on the Pacific Coast live within 25 miles of a Don Lee Station.

So give *both* markets a break next year—place your radio show on the network that carries practically as much Pacific Coast regional business as the other 3 networks combined—DON LEE.

Example from Special C. E. Hooper Survey

ABERDEEN-HOQUIAM, WASHINGTON

STATION	SHARE OF AUDIENCE		
	Morning	*Afternoon*	*Evening*
Don Lee Station KXRO	56.2%	65.1%	47.3%
Most popular competing station	33.6%	20.8%	31.4%

Other examples to follow

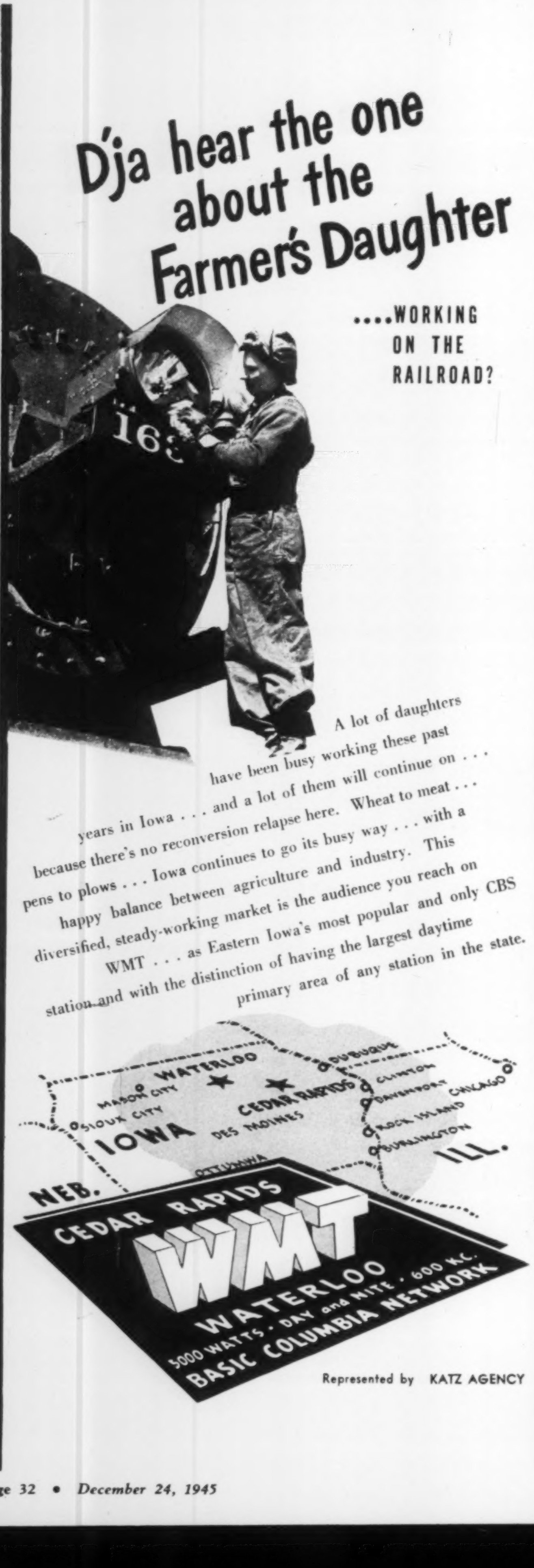
The Nation's Greatest Regional Network

*

Approximately half the retail sales on the Pacific Coast are made OUTSIDE THE COUNTIES in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located.

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.



A lot of daughters have been busy working these past years in Iowa . . . and a lot of them will continue on . . . because there's no reconversion relapse here. Wheat to meat . . . pens to plows . . . Iowa continues to go its busy way . . . with a happy balance between agriculture and industry. This diversified, steady-working market is the audience you reach on WMT . . . as Eastern Iowa's most popular and only CBS station and with the distinction of having the largest daytime primary area of any station in the state.

Represented by KATZ AGENCY

NAB PROMOTES NEWS CLINIC IDEA

Series Starts With Indiana Broadcasters

January 2-3 in Indianapolis

SERIES of radio news clinics tentatively planned for 1946 will open Jan. 3 when NAB will conduct a one-day seminar for the Indiana Local Broadcasters Assn. as part of that group's Jan. 2-3 meeting in Indianapolis.

The clinic idea was first tested Nov. 16 at Springfield, Ill., when broacast stations in that state participated in a meeting conducted by the NAB [BROADCASTING, Nov. 19]. Reaction was favorable, bringing national interest in the clinic plan as a means of exchanging ideas and hearing proposals for strengthening of station news staffs and improvement in presentation.

E. R. Vadeboncoeur, vice-president of WSYR Syracuse and chairman of the NAB News Committee, and Arthur C. Stringer, NAB director of promotion and committee secretary, conducted the Springfield clinic. Mr. Stringer will conduct the Indianapolis clinic, which will be open to all stations in the state.

The Indiana local group also has asked NAB to conduct an employe-employer relations forum the same day. Scheduled to represent NAB are John Morgan Davis, general counsel, and Milton J. Kibler, assistant general counsel.

President of the Indiana association is D. A. Burton, WLBC Muncie, with O. E. Richardson of WJOB Hammond and WSAR Lafayette, as secretary. The Jan. 2 meeting will be devoted to association matters. Site of Indianapolis meeting has not been announced.

NAB News Committee has invited state groups to request news clinics. The clinics are open to all stations in a state regardless of NAB membership.

General Motors Starts New Program on Mutual

GENERAL MOTORS Corp., Detroit, which recently dropped all advertising except that on the air [BROADCASTING, Dec. 10] last week increased its radio expenditure by starting a new twice-weekly program on the full Mutual network of 282 stations. New series, titled *This Land of Ours*, which will cost the motor manufacturer some $8,000 a week for time alone, will feature Henry J. Taylor, columnist and commentator.

Series is designed to inform the listening public on social and economic trends and new developments in industry. Program, placed through Kudner Agency, New York, on a 52-week contract, will be used for institutional advertising, at least until the culmination of the UAW-CIO strike which has currently tied up production at GM plants.

Going With Truman

PRESIDENT Harry S. Truman's Christmas trip to Independence, Mo., will be covered by the four major networks. Leaving by plane Christmas morning will be David Brinkley, NBC; Bryson Rash, ABC; Bill Downs, CBS; Charter Heslep, MBS. They will return the following Friday. The President will be heard on all networks Christmas Eve at 5 p. m. in a holiday message as he lights the national Christmas tree on the White House grounds.

PRICE LAUDS RADIO DURING CENSORSHIP

BYRON PRICE, retired Director of Censorship, last week in his final report to the President, praised the way in which radio and the press kept the secrets of the war, especially keeping the "best-kept" scientific secret, the atomic bomb. The "two-year voluntary blackout on such news was effective," he said.

"The value of the self-censorship program," Mr. Price said, "rested not alone on a few spectacular achievements . . . but on the continuous day by day restraint by editors and broadcasters". But he stressed the importance of a radio and press free from dictatorial censorship reducing "American citizens to a state of intellectual slavery."

In his 154-page report, Mr. Price lauded radio and the press for forbearance under censorship, which, he maintained, he considered necessary only under the stress of war.

Edward B. Marks

EDWARD B. MARKS, 80, music publisher and composer and founder of the Edward B. Marks Corp., New York, died Dec. 17 in the Nassau Hospital, Long Island. Mr. Marks' firm was the first major publishing house to pull out of ASCAP to join BMI during the ASCAP-BMI fight in 1941. Firm has a five-year renewal contract effective, Jan. 1, 1945, with BMI for performing rights to Marks catalogue. Mr. Marks was the composer of many popular songs. He wrote two books: *They All Sang* and *They All Had Glamour*. He was vice president of the Music Publishers Protective League. He leaves a widow, a daughter and two sons.

Coffee Groups Name

PAN-AMERICAN COFFEE BUREAU and Joint Coffee Promotion Committee, New York, are expanding promotional activities and have appointed Tom Fizdale Inc., New York, public relations bureau, to direct and handle public relations. J. M. Mathes Inc., New York, handles the advertising.

We Greet Noel

A Clear Channel Station . . . . . .
Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

Lawyers Laud, Condemn Hearing Plan

FCC Calendar Arouses Varied Comments From Bar

By RUFUS CRATER

REACTION of attorneys to the FCC's record-setting three-month calendar of hearings ranged last week from forthright approval to outright condemnation.

"Abominable," one attorney told BROADCASTING. "A good job," declared another. In carefully qualified words, others characterized the schedule as a good thing—if it works.

The calendar, reportedly devised under the supervision of Commissioner Charles R. Denny, former general counsel, calls for consideration of 268 applications for AM, FM, and television service in three months of hearings beginning Jan. 1, with five sets of hearings running simultaneously in Washington and in the field [BROADCASTING, Dec. 10]. Petitions to intervene and motions to enlarge the issues must be filed within 15 days after the issues are made public, except for good cause, and proposed findings of fact and conclusions of law generally will not be required.

FCC 'All Ready'

FCC authorities said they were "all ready to handle three hearings simultaneously in Washington and two in the field." They said they deliberately scheduled the field hearings so that five commissioners would usually be available in Washington. Examiners within the Commission probably will preside over most Washington hearings.

A huge volume of work—approximately 1,000 other broadcast applications, for example—will occupy Commission attention while the hearings are under way.

Lawyers, although divided on the practicability of the calendar, agreed it would keep them working overtime. Most thought they could keep up, but many wondered whether they would be able to give each case proper attention. Some believed the FCC would have to revise the schedule.

"The schedule will be bound to break down," asserted one attorney. Another, expressing a similar belief, pointed out that it "doesn't take into consideration the necessity for preparing proposed decisions and final decisions" and said the plan "becomes a kind of empty shell" without proposed findings, arguments, briefs, exceptions, etc. Another wouldn't venture a guess as to effectiveness of the hearings because "with this procedure I don't know whether we'll be able to produce a good record."

One big problem, it was noted, is interventions. Several lawyers expected to find that they must intervene in cases in which they are not actually listed on the calendar, thus facing the possibility of conflicting engagements. One said he didn't think "anybody will know before the hearings start, what the issues actually are." Another expected many petitions to intervene to be filed late—and to be accepted—because of the short limit on time for filing.

"They send the issues to the parties, and outsiders may not know whether they can intervene or not," said another. "The petition to intervene must be filed within 15 days from the time the issues came out, and you don't even know when the issues came out."

One lawyer noted that the schedule called for him to appear in three hearings—outside of Washington—in a single month. Because of shortage of time, he contended, he will have no opportunity to prepare for any but the first unless he prepares all three before starting out. Lawyers practicing alone were considered especially hard hit, particularly when they must appear in several cases.

'Out of Line'

"Completely out of line" was another verdict. "It gives no consideration to the limited number of attorneys and engineers who are handling a vast number of applications. It will be impossible for any one of our clients to get the attention he deserves, because of the proximity of hearing dates and the shortage of attorneys. Probably the FCC will have to rearrange the schedule, though maybe if they take engineering testimony in Washington they won't get as bogged down as I think they will."

On the credit side, boosters of the plan pointed out that it eliminates the necessity of much travel by witnesses who otherwise would have to come to Washington. Elimination of proposed findings of fact also was seen by some as "a good thing" which "should have been done long ago and should be made permanent." Several who found fault with other phases of the plan considered the streamlining of procedure a helpful move which would not jeopardize chances of fair hearings.

"It's a good job—better than I thought they could do," declared another enthusiast. Many who criticized the plan said they could understand the FCC's viewpoint and thought the Commission "should be complimented on undertaking to handle so large a volume of work expeditiously." Others felt a more satisfactory schedule could have been arranged if attorneys had been consulted in advance, and some declined to pass judgment yet because "the question is whether the Commission will act as quickly after the hearings" as in undertaking the hearings schedule.

Let KCKN
PAVE THE WAY
to
Greater Sales
FOR YOU
KCKN
Kansas City
The Voice of Greater Kansas City

Your sales road can be a smooth one, paved with *greater sales* and *greater profits* . . . if you hire KCKN in Kansas City. Because KCKN programs exclusively for the listeners' tastes of Greater Kansas City, your radio sales talks *hit home* with the metropolitan listeners who tune in on KCKN for the kind of radio entertainment they enjoy.

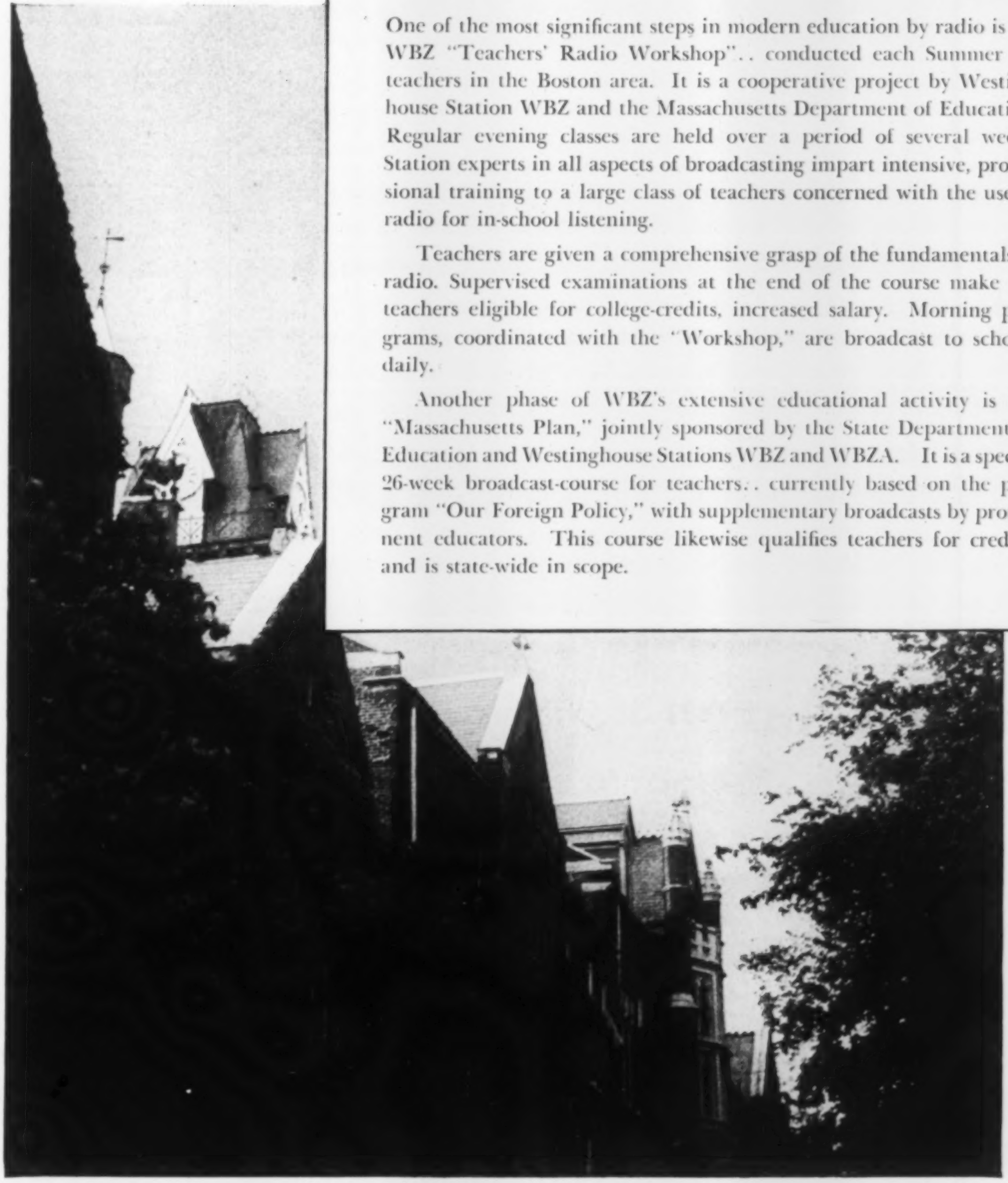
So, *without the rate penalty of out-state coverage*, you may tell and sell Kansas City's NINE HUNDRED MILLION DOLLAR market—through KCKN.

Your nearest CAPPER office will give you availabilities.

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864



"Ye Olde Schoolmaster" WBZ

One of the most significant steps in modern education by radio is the WBZ "Teachers' Radio Workshop".. conducted each Summer for teachers in the Boston area. It is a cooperative project by Westinghouse Station WBZ and the Massachusetts Department of Education. Regular evening classes are held over a period of several weeks. Station experts in all aspects of broadcasting impart intensive, professional training to a large class of teachers concerned with the use of radio for in-school listening.

Teachers are given a comprehensive grasp of the fundamentals of radio. Supervised examinations at the end of the course make the teachers eligible for college-credits, increased salary. Morning programs, coordinated with the "Workshop," are broadcast to schools daily.

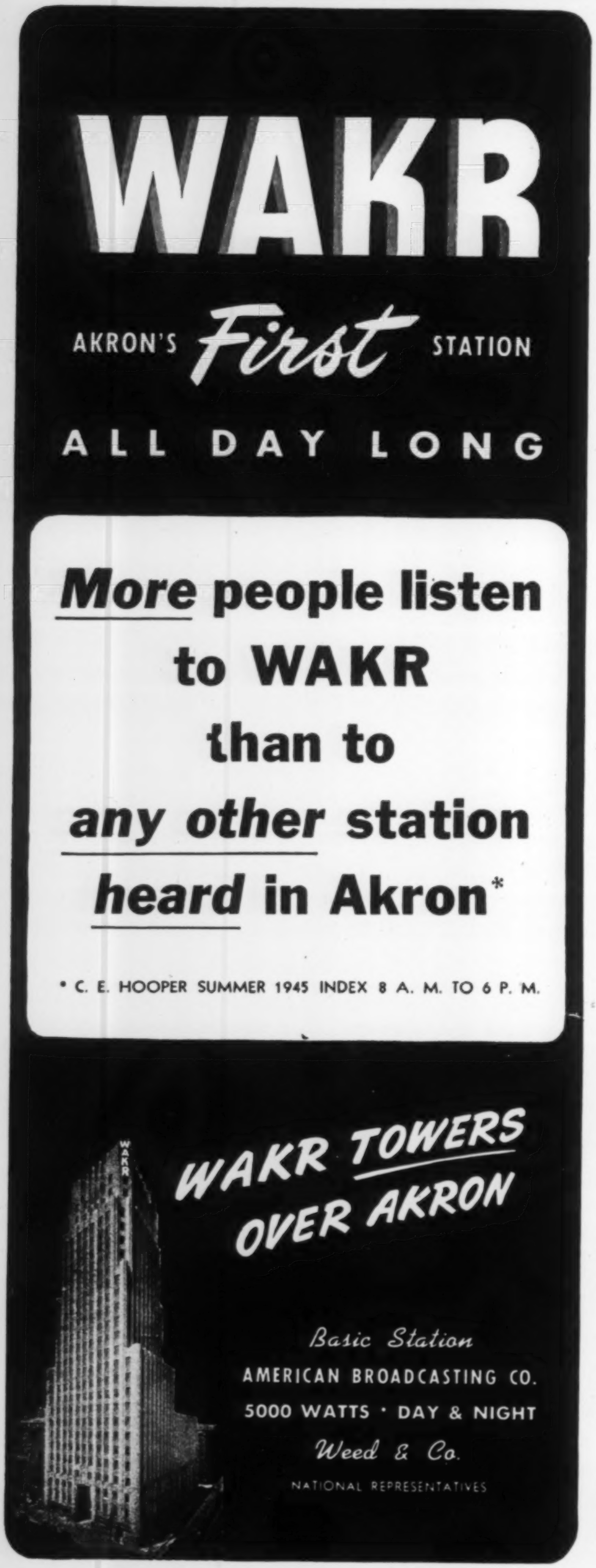
Another phase of WBZ's extensive educational activity is the "Massachusetts Plan," jointly sponsored by the State Department of Education and Westinghouse Stations WBZ and WBZA. It is a special 26-week broadcast-course for teachers.. currently based on the program "Our Foreign Policy," with supplementary broadcasts by prominent educators. This course likewise qualifies teachers for credits, and is state-wide in scope.

WBZ
WBZA
BOSTON — SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.


WAKR
AKRON'S First STATION
ALL DAY LONG

More people listen to WAKR than to any other station heard in Akron*

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.

WAKR TOWERS OVER AKRON

Basic Station
AMERICAN BROADCASTING CO.
5000 WATTS · DAY & NIGHT
Weed & Co.
NATIONAL REPRESENTATIVES

FM Allocations

(*Continued from page 17*)

City	*Channel No.*
COLORADO	
Alamosa	222, 224
Colorado Springs	265, 267, 269, 271
Denver	245, 247, 249, 251, 253, 255, 257, 259, 261, 263
Durango	226, 228
Grand Junction	230, 232
Greeley	276, 278
La Junta	233, 235
Pueblo	273, 275, 277, 279
Sterling	272, 274
CONNECTICUT	
Bridgeport (Includes Danbury)	265, 267, 269
Danbury	See Bridgeport
Hartford (Includes Meriden)	226, 228, 230, 232, 234, 236
Meriden	See Hartford
New Haven	263, 271, 275, 277, 279
New London	250, 252
Stamford	*
Waterbury	222, 224, 261, 273
DELAWARE	
Wilmington (Includes Bridgeton, N. J.)	264, 266, 268
DISTRICT OF COLUMBIA	
Washington	221, 223, 225, 227, 229, 231, 233, 263, 265, 267, 269, 271
FLORIDA	
Daytona Beach	233, 235
Fort Myers	233, 235
Fort Lauderdale	229, 231
Gainesville	267, 269
Jacksonville	240, 242, 244, 246, 248
Key West	225, 227
Lakeland	237, 239
Miami—Miami Beach	238, 240, 242, 244, 246, 248
Ocala	250, 252
Orlando	258, 260, 262
Palm Beach	250, 252
Panama City	275, 278
Pensacola	225, 227, 229
St. Augustine	226, 228
St. Petersburg	221, 223, 225
Sarasota	241, 243
Tallahassee	271, 273
Tampa	227, 229, 231
West Palm Beach	254, 256
GEORGIA	
Albany	226, 228, 230
Athens	261, 263
Atlanta	251, 253, 255, 257, 259
Augusta	233, 235, 237
Brunswick	221, 223
Cedartown (Includes Dalton)	269, 271
Columbus (See also Opelika, Ala.)	242, 244, 246
Cordele	254, 256
Dalton	See Cedartown and Rome
Dublin	266, 268
Gainesville	276
Griffin	222, 224
La Grange	238, 240
Macon	270, 272, 274, 279
Moultrie	262, 264
Rome	265, 267
Savannah	253, 255, 257, 259
Thomasville	249, 251
Toccoa	249
Valdosta	236, 238
Waycross	232, 234
West Point	248
IDAHO	
Boise	271, 273, 275
Idaho Falls	268, 270
Lewiston	257, 259
Nampa	267, 269
Pocatello	277, 279
Twin Falls	239, 241, 243
Wallace	268, 270
ILLINOIS	
Aurora (Includes Joliet)	275, 277
Bloomington	230, 232
Cairo	243
Carbondale	263
Carthage	259, 261
Champaign	See Urbana
Chicago	221, 223, 225, 227, 229, 231, 233, 235, 241. 245, 247, 249, 253, 255, 257, 259, 261
Decatur	254, 256
East St. Louis	See St. Louis, Mo.
Elgin	See Chicago
Evanston	See Chicago
Freeport	271
Galesburg	234, 236
Harrisburg	255, 257
Herrin	259, 261
Jacksonville	278, 280
Joliet	See Aurora
Kankakee	243
Mt. Vernon	265
Peoria	222, 224, 226, 228
Quincy	249, 251
Rockford	273
Rock Island (See also Davenport, Iowa)	264
Springfield	267, 269, 276
Tuscola	250, 252
Urbana (Includes Champaign)	258, 260, 262
Waukegan	251
INDIANA	
Anderson	See Indianapolis
Columbus	237
Connersville	273
Elkhart	276, 278
Evansville (Includes Henderson and Owensboro, Ky.)	222, 224, 226, 228, 230, 232, 234
Fort Wayne	236, 238, 240
Hammond	263, 265
Indianapolis (Includes Anderson)	223, 225, 227, 229, 231, 233, 235
Kokomo	268, 270
Lafayette	272, 274
Marion	254
Muncie	277, 279
Richmond	275
Shelbyville	221
South Bend	267, 269
Terre Haute	242, 244
Vincennes	271, 273
West Lafayette	246
IOWA	
Ames	237
Boone	233, 235
Burlington	257
Cedar Rapids	241, 243
Clinton	279
Davenport (See also Rock Island, Ill.)	266, 268
Decorah	225, 227
Des Moines	263, 265, 267 269, 272
Dubuque	256, 258, 260
Fort Dodge	253, 255
Iowa City	245, 247
Marshalltown	230, 239
Mason City	257, 259
Ottumwa	274, 277
Shenandoah	238, 240, 242
Sioux City	274, 276, 278
Spencer	241, 243
Waterloo	249, 251
KANSAS	
Atchison	264, 266
Coffeyville	276, 278
Dodge City	221, 223
Emporia	269, 271
Garden City	225, 227
Great Bend	258, 260
Hutchinson	237, 239
Kansas City	See Kansas City, Mo.
Lawrence	277, 279
Manhattan	222, 224
Pittsburg	238, 240
Salina	253, 255
Topeka	273, 275
Wichita	241, 243, 246, 249, 251
KENTUCKY	
Ashland	See Huntington, W. Va.
Bowling Green	242, 244
Harlan	240, 248
Henderson	See Evansville, Ind.
Hopkinsville	250, 252
Lexington	272, 274
Louisville	258, 260, 262, 264, 266, 268, 270
Owensboro	See Evansville, Ind.
Paducah	245, 247
Winchester	276, 278
LOUISIANA	
Alexandria	261, 263, 265
Baton Rouge	241, 243, 245
Lafayette	247, 249
Lake Charles	277, 279
Monroe	254, 256, 258
New Orleans	224, 226, 228, 23 235, 237, 239
Shreveport	244, 246, 248, 250, 252
MAINE	
Augusta	226, 228, 230
Bangor	232, 234, 236, 23
Lewiston	222, 224
Portland	261, 263, 265
Presque Isle	240, 242
MARYLAND	
Baltimore	253, 255, 257, 25 261, 273, 275, 27 279
Cumberland	256, 262

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* Eligible for community channel.

(*Continued on page 38*)

THE WELCOME MAT is always out . . . .

You'll be a welcome guest in the WSM listening area. Five million people will be glad to know you, as they are cordial to those who have used WSM during the past 20 years and are still at it.

And while you're visiting, you'll be selling. We know that—because our sponsors stick.

W
Air Castle of the South
50,000 WATTS
650 KILOCYCLES
NBC AFFILIATE
CLEAR CHANNEL
E

HARRY STONE, Gen. Mgr.

DEAN R. UPSON, Comm. Mgr.

EDWARD PETRY & CO., *National Representatives*

WSM
NASHVILLE

FM Allocations

(Continued from page 36)

City	*Channel No.*
Frederick	251
Hagerstown	*
Olney	*
Salisbury	*
MASSACHUSETTS	
Boston (Includes Waltham)	221, 223, 225, 227, 229, 231, 233, 235, 264, 266
Fall River (Includes New Bedford)	243, 245, 247
Fitchburg	*
Greenfield	*
Haverhill	241
Holyoke (Includes Springfield)	238, 240, 242, 244, 246, 248
Lawrence	239
Lowell	237
New Bedford	See Fall River
North Adams	268
Pittsfield	280
Salem	*
Springfield	See Holyoke
Waltham	See Boston
West Yarmouth	*
Worcester	260, 262, 274, 276
MICHIGAN	
Ann Arbor	277, 279
Battle Creek (Includes Kalamazoo)	271, 273
Bay City (Includes Saginaw)	248, 250, 252
Benton Harbor	280
Cadillac	222
Calumet	242, 244
Dearborn	*
Detroit (Includes Pontiac, Royal Oak and Wyandotte)	221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247
East Lansing (Includes Lansing)	258, 260, 262
Escanaba	221, 223
Flint (Includes Lapeer)	264, 266, 268, 270
Grand Rapids	224, 226, 228, 230, 232, 234
Ironwood	276, 278
Jackson	*
Kalamazoo	See Battle Creek
Lansing	See East Lansing
Lapeer	See Flint
Ludington	277, 279
Marquette	225, 227
Muskegon	254, 256
Pontiac	See Detroit
Port Huron	272, 274
Royal Oak	See Detroit
Saginaw	See Bay City
Sault Saint Marie	233, 235
Traverse City	237, 239
Wyandotte	See Detroit
MINNESOTA	
Albert Lea	261
Duluth (Includes Superior, Wisc.)	222, 224, 226
Fergus Falls	221, 223
Hibbing	232, 234
Mankato	222, 224
Minneapolis (Includes St. Paul)	244, 246, 248, 250, 265, 267, 269, 271, 273, 275, 277, 279
Moorhead (See also Fargo, N. D.)	257, 259
Northfield	238, 240
Rochester	234, 236
St. Cloud	252, 254
St. Paul	See Minneapolis
Virginia	228, 230
Willmar	227, 229
Winona	229, 231
MISSISSIPPI	
Clarksdale	245, 247
Columbus	237, 239
Corinth	264, 266
Greenville	236, 238
Greenwood	253, 255
Gulfport	253, 255
Hattiesburg	257, 259
Jackson	262, 264, 266, 268, 270
Laurel	242, 244
McComb	276, 278
Macon	272, 274
Meridian	246, 248
Natchez	272, 274
Tupelo	277, 279
Vicksburg	225, 227
MISSOURI	
Cape Girardeau (See Cairo, Ill.)	239, 241, 243
Clayton	See St. Louis
Columbia	244, 246
Hannibal	240, 242
Jefferson City	264, 266
Joplin	272, 274
Kansas City (Includes Kansas City, Kan.)	248, 250, 252, 254, 256, 258, 260, 262
Poplar Bluff	276, 278
St. Joseph	234, 236
St. Louis (Includes Clayton)	221, 223, 225, 227, 229, 231, 233, 235, 237
Sedalia	268, 270
Springfield	224, 226, 228, 230, 232
MONTANA	
Billings	239, 241
Bozeman	243, 245
Butte	248, 250
Great Falls	256, 258
Helena	252, 254
Kalispell	260, 262
Miles City	235, 237
Missoula	264, 266
Sidney	230, 232
NEBRASKA	
Fremont (See also Omaha)	280
Grand Island	263, 265
Hastings	233, 235
Kearney	226, 228
Lincoln	245, 247, 219, 251
Norfolk	254, 256
North Platte	222, 224
Omaha (See also Fremont)	221, 223, 225, 227, 229, 231, 271
Scottsbluff	234, 236
NEVADA	
Boulder City	255, 257
Las Vegas	259, 261, 263
Reno	259, 261, 263
NEW HAMPSHIRE	
Claremont	271
Keene	*
Laconia	259
Manchester	269, 279
Mount Washington	251, 253, 255, 257
Portsmouth	249
NEW JERSEY	
Alpine	See New York
Asbury Park	*
Atlantic City	*
Bridgeton	See Wilmington, Del.
Camden	See Philadelphia
Ewing Township	See Trenton
Jersey City	See New York
Newark	See New York
New Brunswick	*
Paterson	See New York
Trenton (Includes Ewing Township)	270, 272, 278
Zarephath	*
NEW MEXICO	
Albuquerque	245, 247, 249, 251
Carlsbad	221, 223
Clovis	237, 239
Gallup	238, 240
Hobbs	246, 248
Las Vegas	254, 256,
Roswell	233, 235
Santa Fe	258, 260
Tucumcari	276, 278
NEW YORK	
Albany (Includes Schenectady and Troy)	221, 223, 225, 227, 229, 231, 233, 235, 259, 264, 266, 272
Auburn	See Syracuse
Batavia	241, 243
Binghamton	242, 244
Brooklyn	See New York
Buffalo (Includes Niagara Falls)	221, 223, 225, 227, 229, 231, 233, 235, 237, 239
Coram	See New York or possibly Connecticut channels
Corning (See also Elmira)	236
Dunkirk	277, 279
Elmira (See also Corning)	238
Freeport	*
Gloversville	245
Hornell	260
Ithaca	258, 267
Jamaica	*
Jamestown	268, 270
Kingston	*
Massena	226, 228
Middletown	*
Mt. Vernon	See New York
Newburgh	*
New York (Includes numerous adjacent cities)	221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259
Niagara Falls	See Buffalo
Ogdensburg	260, 262
Olean	272, 274
Oswego	270
Plattsburg	222, 224
Poughkeepsie	*
Rochester	245, 247, 249, 251, 253, 255
Saranac Lake	237, 239
Schenectady	See Albany
Syracuse (Includes Auburn)	222, 224, 226, 228, 230, 232, 234
Troy	See Albany
Utica	250, 252, 254
Watertown	256, 265
West New Brighton	See New York
White Plains	See New York
Woodside	See New York
NORTH CAROLINA	
Asheville	232, 234, 236
Burlington	267

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* Eligible for community channel.

(Continued on page 40)

OUR GIFT TO YOU, MR. ADVERTISER– AND A VERY MERRY CHRISTMAS
KSOO

KSOO
SIOUX FALLS, SO. DAKOTA
1140 K C - 5000 WATTS
National Representatives
HOWARD H. WILSON CO.
NBC

added – A NEW MARKET THE SIZE OF SYRACUSE!

WAR WORKERS STAYING IN
DETROIT
SPOT CHECK SHOWS
No, I'm not leaving Detroit – I've bought a HOME!

In addition to being a much richer market than it ever was before the war (Average per family buying power backlog presently about $6,500 in bank savings and War Bonds), Detroit is also now a *much larger market!*

Best estimates place the population increase since 1940 at about 225,000. This is equivalent to the number of people in Syracuse, N. Y., or Omaha, Neb. *And most of these "newcomers" are staying in Detroit!* A recent spot check by members of the Detroit Real Estate Board, in various sections of the city, showed that practically no home owners and very few of those who were renting anticipated leaving Detroit.

Remember this important population bonus when making plans for your activity in this great market. Remember also that WWJ is the preferred radio station in the Detroit market.

900,000 EMPLOYED!

The U. S. Employment Service recently reported that 828,000 people were at work in the Detroit area in September. Other sources reveal that the number of hourly paid factory workers increased 70,000 from September to November 1, 1945!

WWJ

America's Pioneer Broadcasting Station — First in Detroit

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

Associate FM Station WENA

NBC Basic Network

KANSAS CITY
IS A
KOZY
MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

FM Allocations

(*Continued from page 38*)

City	*Channel No.*
Charlotte (See also Gastonia)	264, 266, 273, 275
Concord (See also Salisbury)	262
Durham	257
Elizabeth City	236, 238
Fayetteville	263
Gastonia (See also Charlotte)	270
Goldsboro	259
Greensboro (See also High Point and Winston-Salem)	251, 253, 255
Greenville	241, 243
Henderson	265
Hickory	258
High Point (See also Greensboro and Winston-Salem)	249, 278
Kinston (See also New Bern)	225, 227
New Bern (See also Kinston)	229
Jacksonville	252, 254
Raleigh	235, 237, 239
Roanoke Rapids (See also Rocky Mount)	272, 274
Rocky Mount (See also Roanoke Rapids)	277, 279
Salisbury	260
Washington	269
Wilmington	221, 223
Wilson	261
Winston-Salem (See also Greensboro and High Point)	241, 243, 245, 247
NORTH DAKOTA	
Bismarck (Includes Mandan)	222, 224, 226, 228
Devil's Lake	231, 233
[illegible]o (See also Moorhead, Minn.)	261, 263
Grand Forks	236, 238, 240, 242
Jamestown	245, 247
Mandan	See Bismarck
Minot	249, 251
Valley City	268, 270
OHIO	
Akron (Includes Tallmadge)	236, 238, 240
Alliance (Includes Canton)	242, 244, 246
Ashland	264, 266
Ashtabula	See Erie, Pa.
Athens	275
Canton	See Alliance
Cincinnati (Includes Hamilton)	239, 241, 243, 245, 247, 249, 251, 253, 255
Cleveland (Includes Lorain)	222, 224, 226, 228, 230, 232, 234
Columbus	221, 223, 225, 227, 229, 231, 233, 235
Dayton (Includes Springfield)	257, 259, 261, 263, 265
Dover	*
East Liverpool	*
Findlay	269
Fostoria	*
Freemont	See Toledo
Hamilton	See Cincinnati
Lima	*
Lorain	See Cleveland
Mansfield	276, 278
Marion	272, 274
Newark (Includes Zanesville)	268, 270
Portsmouth	See Huntington, W. Va.
Springfield	See Dayton
Steubenville	See Wheeling, W. Va.
Tallmadge	See Akron
Toledo (Includes Freemont)	249, 251, 253, 255
Warren	269, 271, also Sharon, Pa.
Wooster	248, 250
Youngstown	See Sharon, Pa.
Zanesville	See Newark
OKLAHOMA	
Ada	271, 273
Ardmore	246
Bartlesville	223
Elk City	238, 240
Enid	268, 270
Lawton	275, 277
Muskogee	221, 225
Norman	See Oklahoma City
Oklahoma City (Includes Ponca City & Norman)	253, 255, 257, 259, 261, 263, 265
Okmulgee	250, 280
Ponca City	See Oklahoma City or Tulsa
Shawnee	242, 244
Tulsa	227, 229, 231, 233, 235
OREGON	
Albany	253, 255
Astoria	269, 280
Baker	254, 256
Bend	222, 224
Coos Bay	263, 265
Corvallis (See also Albany)	257
The Dalles	249, 251
Eugene	259, 261
Grants Pass	272, 274
Klamath Falls	238, 240, 242
La Grande	226, 228
Medford	276, 278
Pendleton	230, 232
Portland (See also Vancouver, Wash.)	221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243
Roseburg	267, 269
Salem	245, 247
PENNSYLVANIA	
Allentown (Includes Bethlehem and Easton)	234, 236, 238, 240
Altoona	264, 266
Beaver Falls	See Pittsburgh
Bethlehem	See Allentown
Bradford	246 See also Jamestown and Olean, New York
Butler	See Pittsburgh
Clearfield	See DuBois
DuBois (Includes Clearfield)	248, 250
Easton	See Allentown
Erie (Includes Ashtabula, Ohio)	259, 261, 263, 265
Glenside	See Philadelphia
Greensburg	237, 239
Grove City	*
Harrisburg	245, 247, 249, 270, 272, 278
Hazleton	*
Indiana	*
Johnstown	258, 260
Lancaster	222, 224
Lewistown	274, 276
Meadville	See Sharon
New Castle	See Sharon
New Kensington	See Pittsburgh
Philadelphia (Includes Glenside, Pa., and Camden, N. J.)	242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 274, 276
Pittsburgh (Includes New Kensington Beaver Falls and Butler, Pa.)	221, 223, 225, 227, 229, 231, 233, 235
Pottsville	*
Reading	226, 228, 230, 232
Scranton (Includes Wilkes-Barre)	261, 263, 265, 269, 271, 273, 275, 277, 279
Sharon (Includes Warren and Youngstown, Ohio & Meadville & New Castle)	253, 255, 257, 273, 275
State College	252, 254
Sunbury	257, 259
Uniontown	241, 243
Washington	277, 279
Wilkes-Barre	See Scranton
Williamsport	221, 223
York	235, 237, 239, 241, 243
RHODE ISLAND	
Pawtucket	See Providence
Providence	254, 256, 258, 270, 272, 278
SOUTH CAROLINA	
Anderson	278, 280
Charleston	222, 224, 226
Columbia (See also Sumter)	250, 252, 254, 256
Conway	231
Florence	268
Greenville (See also Spartanburg)	225, 227, 229
Greenwood	240, 242
Rock Hill	238
Spartanburg (See also Greenville)	221, 223
Sumter (See also Columbia)	277, 279
SOUTH DAKOTA	
Aberdeen	253, 255
Pierre	277, 279
Rapid City	221, 223, 225, 227
Sioux Falls	262, 264, 266, 268
Vermillion	258, 260
Watertown	237, 239
Yankton	270, 272
TENNESSEE	
Bristol (Includes Johnson City and Kingsport)	269, 271, 277, 279
Chattanooga (Includes Cleveland)	233, 235, 237, 239, 241, 243
Clarksville	254, 256
Cleveland	See Chattanooga
Cookeville	263
Jackson	234, 236
Johnson City	See Bristol
Kingsport	See Bristol
Knoxville	222, 224, 226, 228, 230
Memphis	222, 224, 226, 228, 230, 232
Nashville	221, 223, 225, 227, 229, 261
TEXAS	
Abilene	245, 247
Amarillo	267, 269, 271
Austin	238, 246, 248
Beaumont	271, 273, 275
Big Spring	242, 244
Brady	227, 229
Brownsville (Includes Harlingen and McAllen and Weslaco)	221, 223, 225, 233, 237, 239

(*Continued on page 42*)

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* Eligible for community channels.

First in Peace
Hilo Hattie
Marie Rogndahl
Maj. Gen. Julian Smith
Sam Snead
Al Donahue
Jack Teagarden
Admiral Howard L. Vickery
Tyrone Power
George Montgomery
Henry Wallace
Frank Westmore
Maj. Gen. L. B. Hershey
Kay St. Germaine
Ray Bauduc
The Great Gildersleeve
Admiral William Halsey
Adm. Emory S. Land
Gen. Jonathan Wainwright
Victor Mature
Sam Hayes
Byron Nelson
Cesar Romero
Elmer Peterson
Dr. I. Q.
Ben Hogan
Annabelle
Jack Dempsey
Edgar Kaiser
Pappy Boyington
Larry Smith
Lizabeth Scott
Eugene Pallette
Gen. Claude A. Larkin
KGW
ONE OF THE GREAT STATIONS OF THE NATION
NBC

Station KGW had as its radio guests during 1945 some of the most prominent leaders in the fields of sports, stage, radio and theatre entertainment and of the armed forces. These names constitute only a partial list of those who appeared before the KGW microphone. This public service is emphatic proof of KGW's recognition of the importance of listener interest in contemporary occurrences, a policy that continually shapes the programs of this progressive choice of Pacific N.W. radio audiences.

● THOMAS MITCHELL, Hollywood Academy Award winner, discusses his script with Homer Welch (right), KGW program director, and Jack Matlack (left), payroll savings division chairman, Oregon War Finance committee, and manager of J. J. Parker's Broadway Theatre.

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO., INC.

FM Allocations

(Continued from page 40)

City	*Channel No.*
Brownwood	258, 260
College Station	233, 236
Corpus Christi	241, 243, 245, 247, 249
Corsicana	254, 256
Dallas	226, 228, 230, 232, 235, 237
El Paso	225, 227
Fort Worth	239, 241, 243, 262, 279
Galveston	267, 269
Harlingen	See Brownsville
Houston	251, 253, 255, 257, 259, 262
Huntsville	229, 231
Kilgore (Includes Longview and Tyler)	272, 274, 276, 278
Laredo	227, 229
Longview	See Kilgore
Lubbock	226, 228
Lufkin	221, 225
Midland	273, 275
McAllen	See Brownsville
Palestine	264, 266
Pampa	232, 234
Paris	258, 260
Pecos	277, 279
Plainview	262, 264
Port Arthur	223, 227
San Angelo	231, 233
San Antonio	261, 263, 265, 268, 270, 272, 274, 276
Sherman	268, 270
Sweetwater	253, 255
Temple	250, 252
Texarkana	223, 226, 242
Tyler (See also Kilgore)	280
Vernon	222, 224
Victoria	278, 280
Waco	222, 224
Waxahachie	See Dallas and Fort Worth
Weslaco	See Brownsville
Wichita Falls	249, 251
UTAH	
Cedar City	221, 223
Logan	273, 275
Ogden	265, 267
Price	277, 279
Provo	269, 271
Salt Lake City	245, 247, 249, 251, 253, 255, 257, 259, 261, 263
VERMONT	
Burlington	230, 232
Rutland	243
St. Albans	234, 241
Waterbury	246, 248
VIRGINIA	
Alexandria	See Washington, D. C.
Charlottesville (Includes Staunton)	276, 278
Covington	236, 238
Danville	221, 223
Fredericksburg	See Washington, D. C.
Harrisonburg	232, 234
Lynchburg	268, 270
Martinsville	231, 233
Newport News (See also Norfolk, Suffolk, and Portsmouth)	222, 224
Norfolk (See also Newport News, Portsmouth & Suffolk)	226, 228
Petersburg	258, 260
Portsmouth (See also Newport News, Norfolk & Suffolk)	230, 232
Richmond	242, 244, 246, 248, 250, 252, 254, 256
Roanoke	225, 227, 229
Staunton	See Charlottesville
Suffolk	See Newport News, Norfolk and Portsmouth
Winchester	*
WASHINGTON	
Aberdeen	264, 266
Bellingham	276, 278
Centralia	260, 262
Everett	272, 274
Longview	273, 275
Olympia	256, 258
Port Angeles	268, 270
Pullman	238, 240
Pasco	242, 244
Seattle	222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244
Spokane	221, 223, 225, 227, 229, 231
Tacoma	246, 248, 250, 252, 254
Vancouver	271. See also Portland, Ore.
Walla Walla	234, 236
Wenatchee	267, 269
Yakima	265, 277, 279
WEST VIRGINIA	
Beckley	264, 266
Bluefield (Includes Welch)	250, 252, 254
Charleston	222, 224, 226, 228, 230
Clarksburg (Includes Fairmont and Morgantown)	245, 247, 249, 251, 253
Fairmont	See Clarksburg
Huntington (Includes Ashland, Ky.)	258, 260, 262
Logan	232, 234
Morgantown	See Clarksburg
Parkersburg	273
Welch	See Bluefield
Wheeling (Includes Steubenville, Ohio)	259, 261, 263, 265
Williamson	242, 244
WISCONSIN	
Appleton	262, 264
Ashland	261, 263
Eau Claire	253, 255
Fond du Lac	278, 280
Green Bay	266, 268
Greenfield Township	See Madison
Janesville	238
LaCrosse	221, 223
Madison (Includes Greenfield Township)	248, 250, 252
Manitowoc	258, 260
Marinette	249, 251
Medford	237, 239
Milwaukee	222, 224, 226, 228, 230, 232, 234, 236, 240, 242, 244, 246
Oshkosh	272, 274
Poynette	276
Racine	267, 269
Rice Lake	257, 259
Sheboygan	254, 256
Stevens Point	245, 247
Superior	See Duluth, Minn.
Wausau	233, 235
Wisconsin Rapids	241, 243
WYOMING	
Casper	247, 249
Cheyenne	239, 241, 243
Powell	251, 253
Rock Springs	221, 223
Sheridan	255, 257

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* Eligible for community channel

WBNS, WCHS, WOOD CONTEST WINNERS

WBNS Columbus, O.; WCHS Charleston, W. Va., and WOOD Grand Rapids, Mich., will receive plaques for outstanding skill and ingenuity in exploiting the marriage of Linda, heroine of the daytime serial, *Linda's First Love*, sponsored via transcription on 27 midwestern stations by Kroger Grocery & Baking Co., Cincinnati. Station promotion contest for audience was conducted Oct. 18-Nov. 14, coinciding with a letter contest on Kroger coffee promoted by the program and through the local Kroger stores.

In addition to the plaques awarded stations, individuals responsible for promotion will receive Gruen watches. They are: Jerome Reeves, WBNS; John Sinclair Jr., WCHS; Lenore Little, WOOD.

Honorable mentions were awarded WIRE Indianapolis, WLW Cincinnati, WOWO Fort Wayne, KDKA Pittsburgh, WIBA Madison. Entries were submitted by 20 of the 27 stations carrying the program. Judges were Lewis Frankel, *Billboard;* James Owens, *Radio Daily;* Bruce Robertson, BROADCASTING.

Schulz Is Father

JOHN SCHULZ, salesman of McKinney & Son, Chicago, is father of a boy born Dec. 18.

Deming to Kudner

KEL DEMING, formerly with copy department of Campbell-Ewald Co. Detroit, and Foote, Cone & Belding, San Francisco, has joined the San Francisco office of Kudner Agency.

FOR THE 23RD CONSECUTIVE YEAR IN AN INDUSTRY CELEBRATING IT'S 25TH ANNIVERSARY **WHN** EXTENDS TO IT'S MANY FRIENDS . . .

Seasons Greetings

WHN

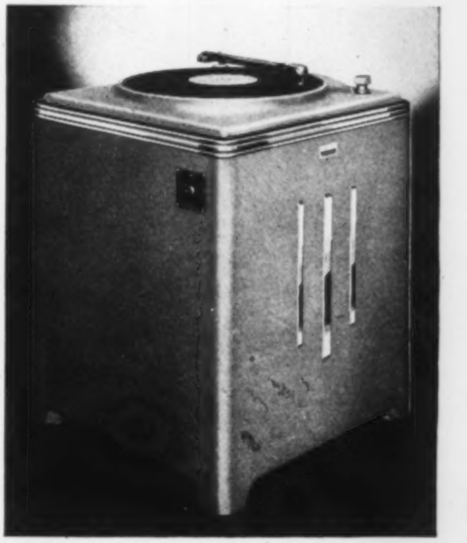
50,000 WATTS • NEW YORK

THE ENGINEER AND THE MANAGER WANT THE SAME THINGS . . . AND WE GIVE IT TO THEM!

Who said the Engineer doesn't want good-looking equipment? Or who said the Manager doesn't give a hang for efficiency? People may have believed that once—but no more.

Which explains why the new GATES Equipment is all built for engineering efficiency *plus* modern, streamlined appearance. A GATES-equipped Station is a joy to work with—and a pleasure to see. You, too, will like the looks—and the operation—of the new GATES Transmitting Equipment. Write for details about it. And ask about the GATES Priority System for Prompt Post-War Delivery! Gates Radio Co., Quincy, Ill.

THE GATES TRANSCRIPTION TURNTABLE IS DESIGNED FOR EXCEPTIONAL PERFORMANCE



WRITE TODAY FOR DETAILED BULLETIN

You get heavy, rugged construction without sacrificing precision performance, when you install this outstanding turntable; which gives you instantaneous speed change and "wow" free reproduction. This turntable is designed for hardest, most exacting use—combines harmonious, modern appearance with the best standards of performance.

PROGRESS REPORT

GATES is now in full production on civilian equipment and can make prompt delivery on many popular items.

GATES RADIO CO.

GATES RADIO CO.
QUINCY, ILLINOIS

New York Office
40 Exchange Place
Telephone: Hanover 2-0198

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

MANAGEMENT

PAUL A. PORTER, FCC chairman, conferred with President Truman last Monday and reported on results of the Anglo-American Communications Conference in Bermuda early in the month, which he had attended as U. S. vice chairman. There was no comment on reports that Mr. Porter might move to the White House as Presidential assistant [CLOSED CIRCUIT, Dec. 17].

JAMES D. SHOUSE, Crosley Corp. (WLW Cincinnati) vice president and general manager, now in London to support the plea for Cincinnati as UNO home site, is the only top broadcast executive to have made two trips to Europe since the war. He was there about a year ago on shortwave and other radio affairs.

DONALD WITHYCOMB, veteran broadcast executive now radio adviser to Baltimore Sun papers, applicants for both AM and FM facilities, has established temporary headquarters in Baltimore and is dividing his time between Baltimore, New York and Washington.

1ST LT. THOMAS N. DOWD, in the Marine Corps since Sept. 1942 and who has served in Saipan and Tinnan, has returned to law firm of Pierson & Ball, Washington attorneys specializing in radio. During his leave he was made a partner in the firm. **F. CLEVELAND HEDRICK Jr.**, formerly special assistant to the Attorney General in the Anti-Trust Division and on active Army duty with Selective Service during the war, also has become a member of the Pierson & Ball firm.

HORACE L. LOHNES, Washington attorney, was stricken with a severe influenza attack last Thursday and is under treatment at the Carlton Hotel. He also has suffered recurrence of a foot ailment.

DONALD THORNBURGH, CBS vice-president in charge of West Coast activities, is in New York Hospital suffering from a kidney-bladder attack with which he was stricken while bound from Los Angeles to the East Dec. 14. He was to have participated in a hearing before the FCC Dec. 20 on acquisition of KQW San Francisco by CBS.

VICTOR A. BENNETT, vice president and national sales manager of WAAT Newark, is on a business trip to London for about a month.

EDGAR KOBAK, president of MBS, has received a scroll from the Governor of Georgia appointing him an honorary lieutenant colonel and aide de camp of the governor's staff formed for the defense of the state.

COMMISSIONER and Mrs. E. K. Jett on Dec. 18 became grandparents for the third time. Their daughter, Mrs. Joseph Burk, wife of an Army captain, gave birth to a 7 lb. daughter at Garfield Hospital, Washington.

WILLIAM B. SMULLIN, owner of KIEM Eureka, Cal., is father of a girl.

QUINCEY BRACKETT, president of WSPR Springfield, visited ABC officials in New York last week.

DuMont Names Cramer

LEONARD F. CRAMER, vice-president and director of Allen B. DuMont Labs. Inc., Passaic, N. J., since 1942, has been appointed director of newly established television broadcasting division, according to announcement by Dr. Alllen B. DuMont, president of firm which operates WABD New York and W3XWT Washington. DuMont is now completing construction of new commercial studios in John Wannamaker Store, New York, which will provide four-camera operation.

Mr. Cramer

COMMERCIAL

LEMOINE C. WHEELER, commercial manager of WHEC Rochester, N. Y., has returned to station following release from Navy as lieutenant commander. He entered service in Dec. 1942.

FRANK FENTON, captain in AAF since July 1942, has resumed his former position as account executive with the New York sales office of WLW Cincinnati. He saw active service in several Pacific campaigns.

Mr. Fenton

G. T. C. (Tom) FRY has returned to ABC sales division business development department after three years' service with Marine Corps from which he was released as major.

KROY Sacramento, Cal., has appointed Lewis Avery Inc., as national sales representative.

ANNIE LAURIE QUARTERMAN, former musical director of WCSC Charleston, S. C., is now traffic manager of station.

RALPH L. SISSON, account executive of WSPD Toledo, O., is father of a girl, Jessica Marie.

DONALD H. TELFORD, released from Navy as lieutenant, has returned to former post as commercial manager of KIEM Eureka, Cal., and KUIN Grants Pass., Ore. He was in service four and a half years.

FRANK SHEEHAN, member of the sales staff of KJR Seattle before Navy service, has returned to station.

J. MACKENZIE WARD, manager of Chicago office of CBS Radio Sales for three and a half years, has joined the Chicago office of Adam J. Young Jr. Inc.

WILLIAM CRAWFORD, recently discharged from the Army, has rejoined WOR New York as account executive.

LOUISE HODDAP succeeds **MARY V. DOTY**, resigned, as traffic manager of WINN Louisville, Ky.

ROBERT R. SOMERVILLE, assistant sales manager of Mutual for a year and previously with the sales department of CBS, has joined ABC as account executive.

WINX Washington, D. C., has appointed Headley-Reed Co. as national advertising representative.

GEORGE KLAYER, formerly with George Hollingberry Co., New York, has joined the sales staff of Edward Petrey & Co., New York.

KFUN Las Vegas, N. M., has appointed Homer Griffith Co. as exclusive national sales representative.

Vick Expands

VICK CHEMICAL Co., New York (Vaporub, Vatronol, etc.), Jan. 19 will expand network for *Break the Bank* from two stations—WGN Chicago, WOR New York—to the full Mutual network following 13-week test. Broadcast Sat. 9:30-10 p.m., series, is placed through Morse International, New York.

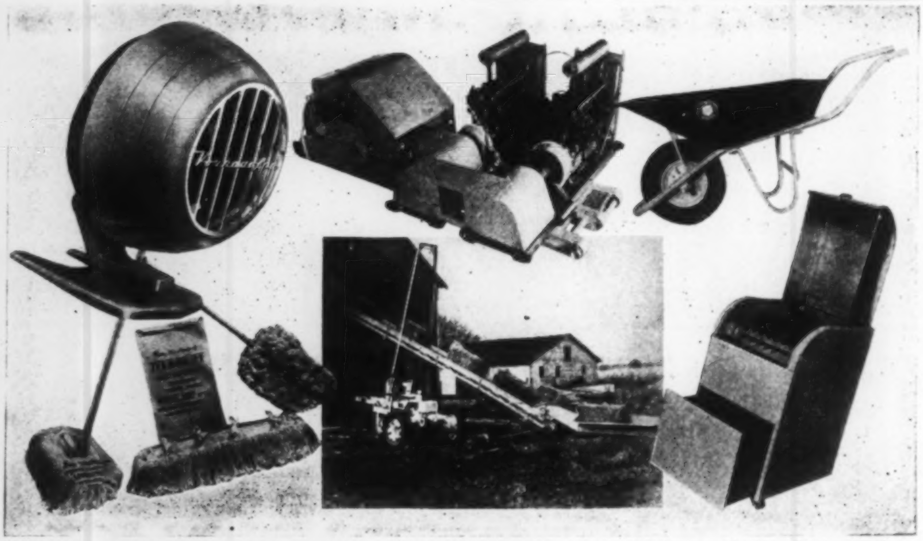
Sterling Shift

STERLING DRUGS, New York, sponsor of *Amanda* 11-11:15 a.m. and *Second Husband* 11:15-11:30 a.m., five times weekly on CBS, may drop these daytime serials for sponsorship of *Bride and Groom* on ABC effective after first of year. Dancer - Fitzgerald - Sample, New York, is agency.

Owens-Corning Plans

OWENS-CORNING Fiberglas Corp., Toledo (thermal insulating materials), is planning summer advertising campaign of consumer educational material to tie-in with campaigns of home appliance and public utilities firms. Radio suggestions are included with material distributed.

KFH • Wichita



High Efficiency Fans, Heavy Oilfield Equipment, Wheelbarrows, Mops, Farm Machinery, Chicken Pickers, and Dozens of Other Postwar Products Now Wichita Made.

WICHITA Invents 40 Ways to Stay AMERICA'S "TOP SALES CITY"*

Three months after VJ Day, Wichita is still America's "Top Sales City!" And of Wichita's 60,000 peaktime war workers, less than 13% have applied for unemployment benefits. The reason? Wichita's war plants and subcontractors have swung swiftly into peacetime manufacture of many products . . . no less than 40 of them new inventions of patented improvements of pre-war designs.

That's 40 good ways to keep payrolls rolling and retail sales moving. Another way has been the sales job being done by KFH, that selling station of Kansas' Richest Market!

*Sales Management's Analysis of "Selected Sales Cities."

THAT SOLID SECTION
KANSAS
KANS.
WICHITA
OKLA.
OKLAHOMA
OF KANSAS' RICHEST MARKET

KFH
WICHITA
Wichita is a Hooperated City
CBS • 5000 WATTS DAY AND NIGHT • CALL ANY PETRY OFFICE

Business Leaders plan for *Louisville!*

☆ The B. F. Goodrich Chemical Company *plans* . . .

RECONVERSION is a big word today, but it is a word that isn't used in the Louisville Geon Plant of the B. F. Goodrich Chemical Company. This plant is one of the largest synthetic resin plants in the country, manufacturing Geon raw materials in the form of powdered resin, plastic granules, and latex liquid, and marketing them to other manufacturers for processing into semi-finished or finished products.

Early in the war, in answer to the needs of the Army and Navy for insulating material to replace rubber which was our most critical war material, Geon was used in manufacturing various types of electrical wire and cable.

Not only did Geon serve in the wire and cable field, but these plastics were used in making Army raincoats, Navy foul weather suits, instrument cases, gun covers, ponchos, tents, ground clothes, water bags, bunk bottoms, and numerous other items which helped the serviceman combat his second enemy—nature, by keeping him dry, and protecting his weapons and gear from corrosion.

These are a few of the Geon war developments, and they mean that now virtually all homes, offices, and industries will be improved by the use of plastics. It is a fact that polyvinyl chloride, used in the manufacture of military products, is the same material which will be used for products of plastic which will appear on the shelves in the post-war civilian world.

For this reason the Louisville plant will need to go through no reconversion process in turning back to civilian production.

With Geon's war job done, the plant in Louisville will go on producing Geon resins, plastics and latex—only for peacetime comfort, practicality, and beauty. There are tremendous unlimited potentialities, some as yet undiscovered, for the future plastics industry. The demand will be great, and men are and will be needed to supply it. It is a field for returning war veterans and for war workers. It is a young man's business with a secure future.

R. D. SCOTT, *Plant Manager*

☆ The Jefferson Dry Goods Company *plans* . . .

WE ARE happy to announce that our Louisville store has been selected as one of the first in our chain to be enlarged and modernized. Our company operates 40 stores in cities all over the country and Louisville's bright postwar prospects influenced their decision to make our store one of the first for expansion.

Having just consummated a 20-year lease, we plan to spend $150,000 in new construction which will begin as soon as possible . . . we hope by the first of the year. Our plan also calls for modernization of our equipment at a cost of $75,000. When the remodeling is completed we will have one-third more selling space than ever before and will employ 20 per cent more people for sales and services.

We feel that Louisville has one of the brightest retail futures in the country. Its new industries and the increased population offer all our local stores greater opportunities than ever. This is why we are eager to go ahead with our expansion program.

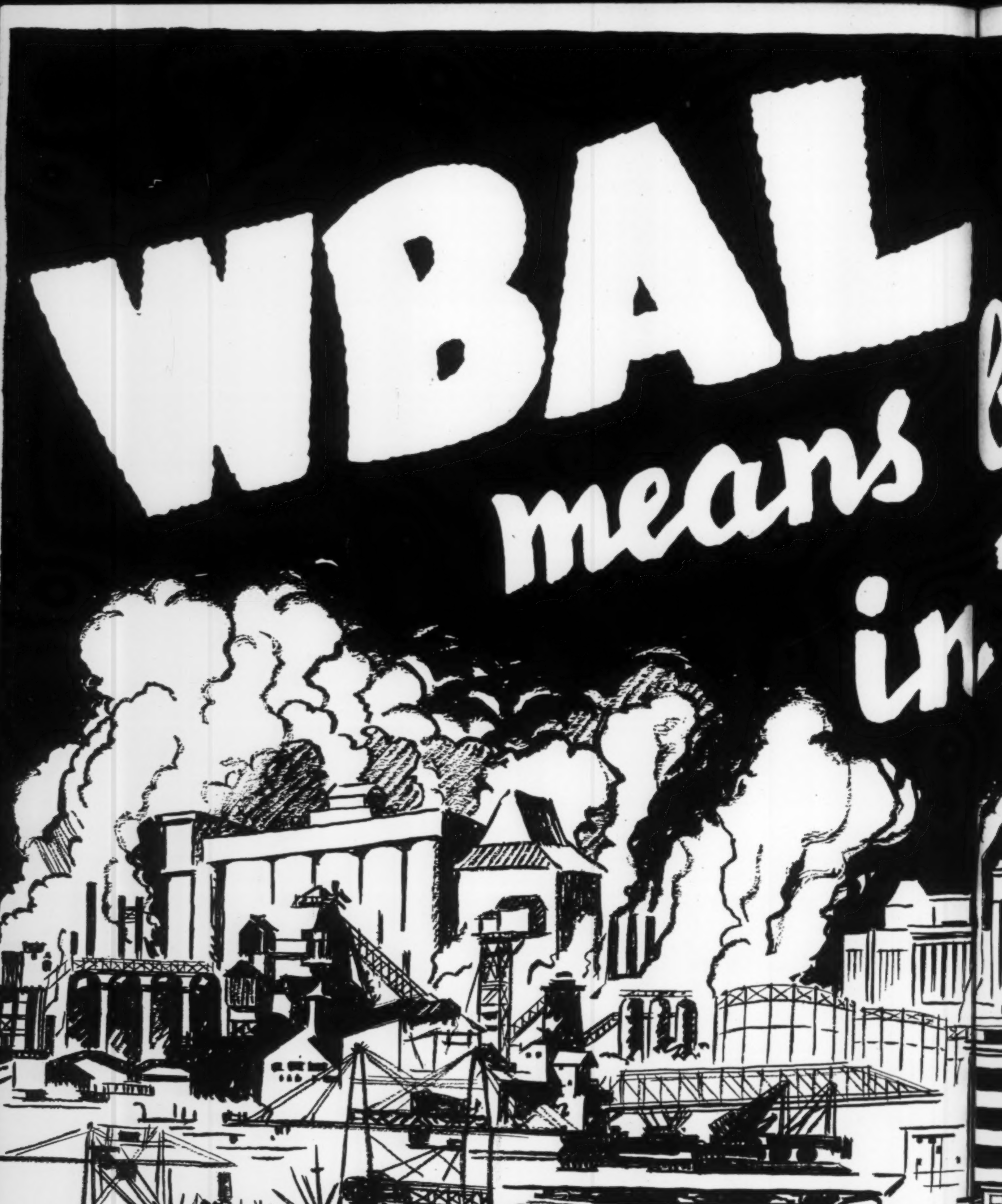
BEN W. MAYER, *Group Manager*

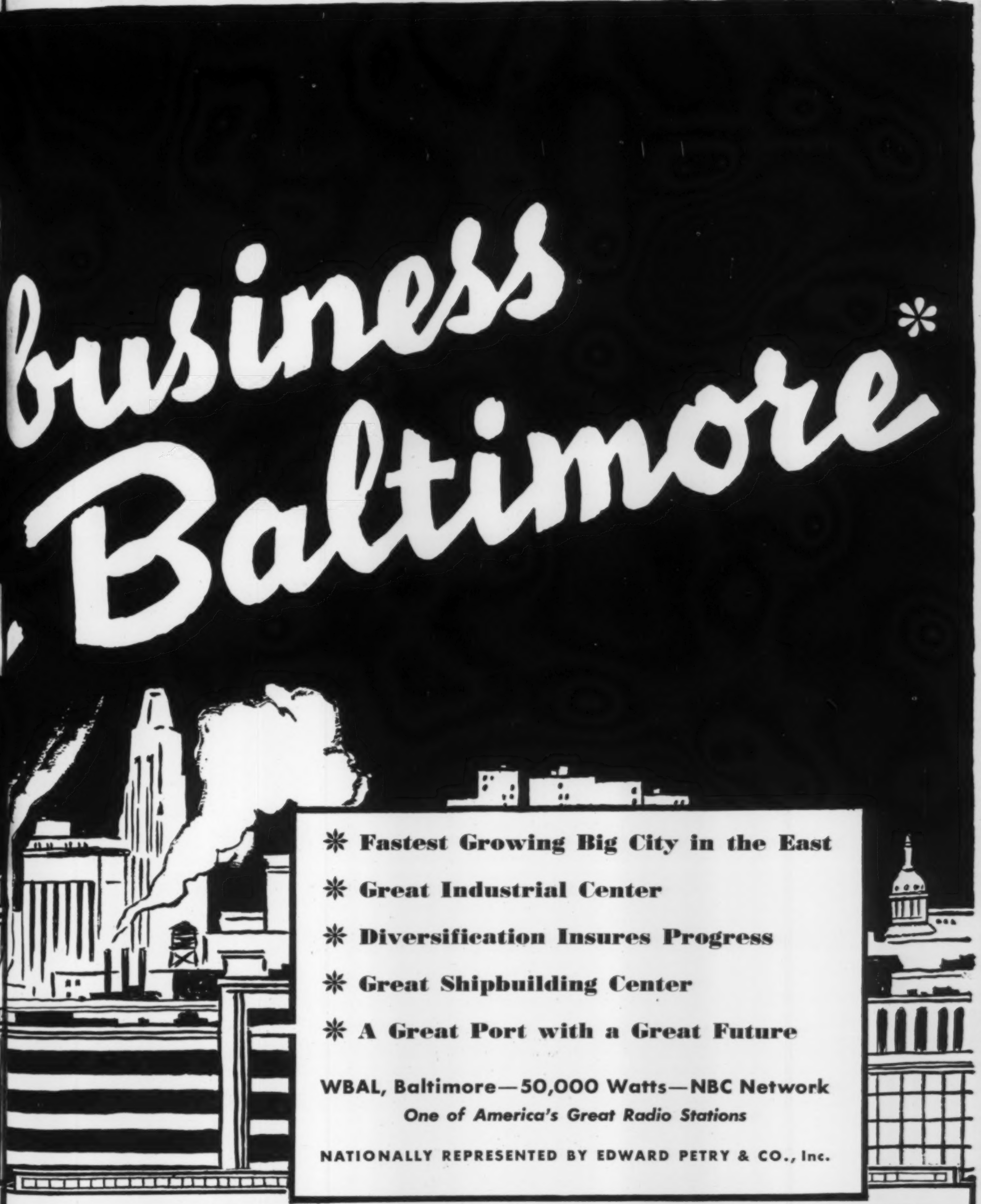
No. 11 in a series of messages about plans for Louisville

28
Plan for Louisville!

We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."

The Courier-Journal
THE LOUISVILLE TIMES
Radio Station WHAS


WBAL
means
in



- ✻ **Fastest Growing Big City in the East**
- ✻ **Great Industrial Center**
- ✻ **Diversification Insures Progress**
- ✻ **Great Shipbuilding Center**
- ✻ **A Great Port with a Great Future**

WBAL, Baltimore—50,000 Watts—NBC Network
One of America's Great Radio Stations

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

Dear Santa:

IF you can deduce how two (AM and FM) can live as cheaply and as happily as one . . .
IF you can get eight television stations on four channels . . .
IF you can find an FM assignment in New England . . .
IF you know what to do with international shortwave stations . . .
IF you can find a way to explain American broadcasting to Congressmen . . .
IF you can find a way to explain Congressmen to American broadcasters . . .
IF you know of a program opening for an FCC friend of ours . . .
IF you figure out what to do about clear channels . . .
IF you've solved how to keep music the lifeblood of radio without recurrent transfusions . . .
IF you know how to hike sales without hitching . . . or handle cows without catchers . . .
IF you can develop standard radio time . . .
IF you agree that an Association is known by its men, as vice versa . . .
IF you can solve the paradox of *The Hat* talking through a man . . .
IF you can figure out a state-owned broadcasting system that is free . . .
IF you can tell lawyers how they can be three places at once . . .
IF you can define public interest . . .
WE have an interesting
Proposition
For you!

FM Misnomer

FOR THE guidance of the hundreds of applicants and prospective applicants for FM stations, the FCC has compiled a tabulation of available assignments for trading areas throughout the nation. There are some 1500 assignments enumerated for metropolitan stations; none for so-called community stations. The list is not a hard and fast allocation. It is designed simply to show possible combinations for particular markets. There will be deviations dictated by prudent engineering based upon supply and demand.

The FCC faces many baffling problems in breaking this new ground. One has been the dearth of applications for "community" stations. All seem to want "metropolitan" or rural stations because they connote larger operations corresponding to regional and perhaps high-power assignments in AM. The "community" station, however, seems to be an untouchable waif which carries the stigma of being simply a precinct operation.

Engineers tell us the average FM community station will have coverage and signal intensity far superior to the average Class IV AM station, commonly called a local. It is in the lowest installation and overhead class.

Then why not label the so-called "community" station a "local". The 400-odd locals in AM, for the most part, have gotten along very well. They are important entities in their cities or towns. They don't suffer from the local clasification. They wouldn't in FM either.

Award to the Wise

WE SEE by the publicity releases that more awards have been made to radio stars and programs, and even, by Heavens, to the publicity departments, for performances beyond the call of duty during 1945.

In this particular instance, the awards are based upon the ballots cast by "600 radio editors, columnists and critics". As a matter of fact, there are less than 20 bona fide radio editors on American newspapers; editors, we mean, who listen to radio, write about it and devote their full talents to it. Many of those voting in these polls are "junior staffers" [copy boys] or in some instances, bedeviled copydesk editors, who are ordered by the slot man to paste up the daily radio logs.

Of course, the results of these polls provide fine fodder for the publicity silos. What usually goes unmentioned are such salient facts as these:

Fred Allen, who placed second as America's most popular comedian in one poll during 1945, had been on the air only four weeks in that year when the ballots were counted.

Bing Crosby, who was top vocalist, had no regular program of his own throughout the year, did appear as guest a few times. He was still a juke box hero, but it wasn't radio.

It is recalled, also, that the late Graham McNamee, pioneer air reporter, was still placing third as a sportscaster in many of these polls three years after his untimely death and five years after he had dropped air work altogether.

Ireene Wicker was winning awards on her children's programs two years after she had ceased broadcasting.

In one instance, a woman's group conducted a nationwide poll to select the best programs for young listeners. Our reporter, calling the chairman of that particular coast-to-coast enterprise for a story on the results of the balloting, was told the results were not ready—"the committee has not voted yet". The committee was comprised of three women.

None of this is to imply that the champions are not champions, that the blue ribbons do not dangle from the proper lapels—it is but to wonder.

On a recent nationwide poll, one network was awarded first prize for the best V-J day coverage—a story that was covered on ALL networks by pooled broadcast. Who thinks up such things anyway?

We, by the way, have conducted our own poll. We find that there are now 178 awards made in radio. Most of them are on the talent level. Few of them recognize the great virtues of broadcasting which make it a dominating cultural influence in our lives today. Too few of them acknowledge the concept that broadcasting is audible journalism—painting in broad strokes for the ear, as does the press for the eye, a daily portrait of the world in which we live.

EVEN THOUGH there hasn't been a single responsible voice in support of the Wood Bill to gag radio by legislative processes, the threat lingers. Someone in high office should deliver the coup de grace to this most iniquitous Un-American thrust and expunge it forever from the Congressional prints.

Our Respects To -

ERNEST FREDRIK WERNER ALEXANDERSON

FACT that many of radio's notable developments have been made in the U. S. may be traced to Swedish-born Ernst Fredrik Werner Alexanderson's early flair for languages.

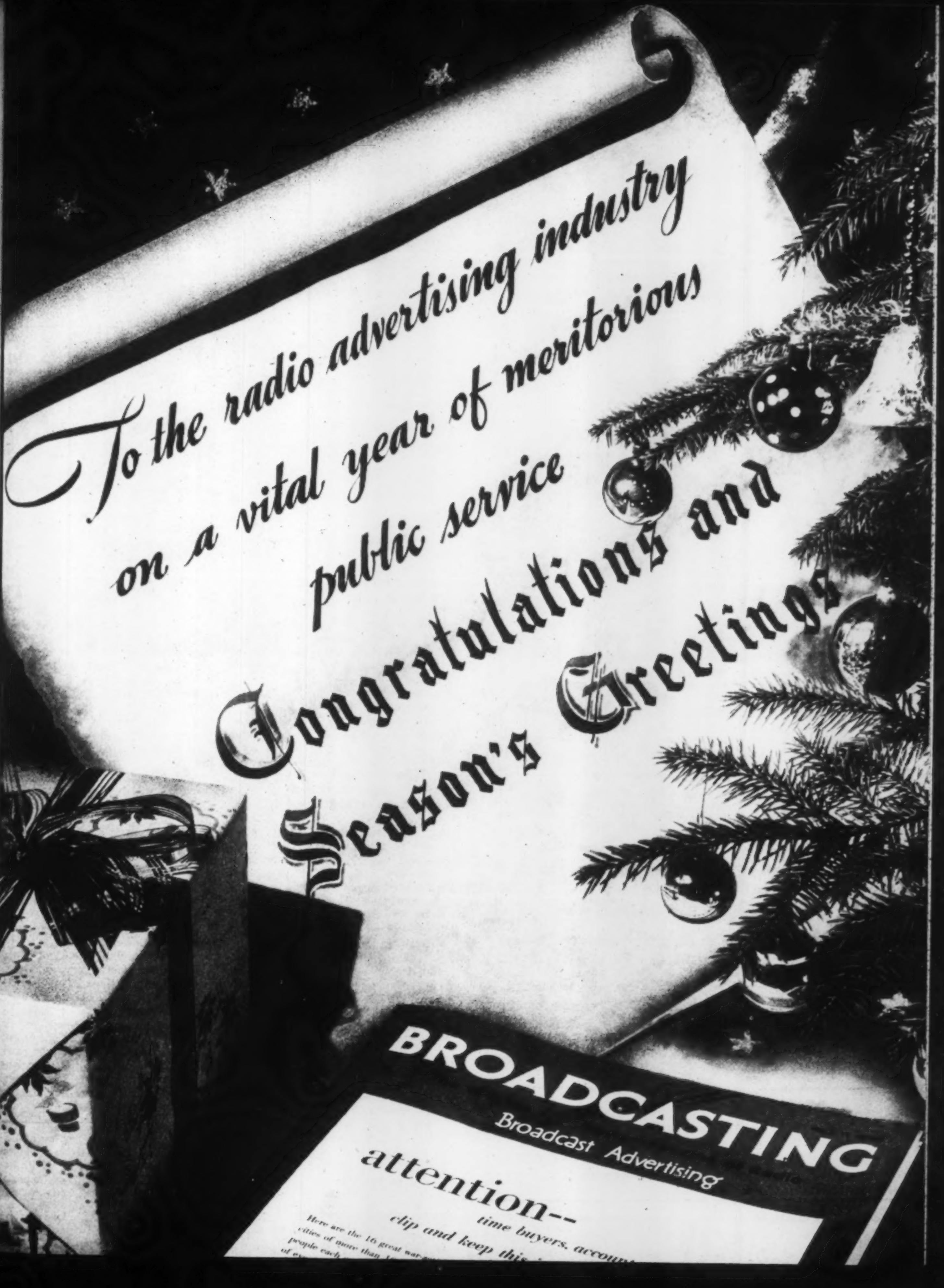
Son of a professor of languages at U. of Uppsala and later U. of Lund, Sweden, Dr. Alexanderson, now consulting engineer of General Electric Co., learned English, German, French and Latin as well as Swedish. At Technical U. in Berlin, after graduating from Royal Technical U. in Stockholm as an electrical and mechanical engineer, he came across an English copy of *Alternating Current Phenomena*, by General Electric's Dr. Charles P. Steinmetz—and was able to read it.

The volume made such an impression that the youthful engineer, then a student of Professor Slaby, a creator of the once-important Slaby-Arco system of radio communication, resolved to come to America and seek work with Dr. Steinmetz.

Dr. Alexanderson, now 67, has secured 300 patents in radio telephony and telegraphy, television, motors, generators, and allied fields, averaging a new patent approximately every seven weeks for some 35 years. In 1944 he won the Edison Medal, awarded annually by the American Institute of Electrical Engineers, for "outstanding inventions and developments in the radio, transportation, marine, and power field." King Gustav V gave him the Swedish Order of the North Star, and he has also received the Medal of Honor of the Institute of Radio Engineers (1919); knighthood of the Polish Order of Polonia Restituta (1942); the John Ericsson Medal for outstanding contributions to the field of radio engineering (1928) and the Cedergren Medal for electrotechnical authorship (1944). In 1934 he was elected to the Royal Academy of Science of Sweden, the body which bestows the Nobel prizes in science, and in 1940 his name was listed on a "Wall of Fame" honoring foreign-born citizens who have made notable contributions to American democracy.

When Dr. Alexanderson arrived in the U. S. in 1901, he went to work as a draftsman for C & C Electrical Co. in New Jersey, joining GE in 1902. An assignment to build a high frequency alternator for Prof. Reginald A. Fessenden, one of the pioneer radio experimenters, resulted in his delivery of a practical alternator which, on Christmas Eve in 1906, enabled the Fessenden station at Brant Rock, Mass., to transmit "the first broadcast in

(*Continued on page 50*)


To the radio advertising industry
on a vital year of meritorious
public service
Congratulations and
Season's Greetings
BROADCASTING
Broadcast Advertising
attention--
time buyers, accoun
clip and keep this
Here are the 16 great war
cities of more than
people each

Respects

(Continued from page 48)

history." With improvements, this machine became the famous Alexanderson alternator, which assumed reliable trans-Atlantic radio communication and brought Guglielmo Marconi, father of radio, from Europe to Schenectady in 1915 to witness a demonstration. The British-controlled Marconi Co. sought exclusive use of the machine. To keep it from falling into foreign hands, government officials encouraged formation of the Radio Corp. of America; GE backed the new firm and Dr. Alexanderson became its chief engineer in 1919.

Meanwhile, he had developed many other radio improvements, including a tuned radio frequency receiver system providing selective tuning; the magnetic amplifier; multiple tuned antenna; anti-static receiving antenna and the directional transmitting antenna. He has also devised radio altimeters, and his studies in the polarization of radio waves are credited with explaining certain phenomena in radio direction finders.

His magnetic amplifier, which he correctly foresaw as useful for trans-Atlantic telephony, was made obsolete by his electronic amplifier, which applied to radio telephony the vacuum tube improvements worked out by Dr. Irving Langmuir and Dr. W. D. Coolidge, GE research scientists. With the new tubes it became possible to build powerful transmitters for high frequencies; the principle is the basis of modern radio broadcasting.

During the first World War, when German subs were cutting cables and German stations were blanketing the Allies' wireless transmission, Dr. Alexanderson and his assistant, Harold H. Beverage, later chief research engineer of RCA, evolved the anti-static receiver. Wide attention was attracted to his work when the S. S. *George Washington*, carrying President Wilson to the Peace Conference, kept in touch with America by radio telephone through the New Brunswick station.

From 1919 to 1924 Dr. Alexanderson divided his time between GE and the Radio Corp. He personally superintended construction of powerful radio stations in Sweden, Poland, England, Hawaii, California, and Long Island.

In the next few years he did outstanding pioneer work in television, staging in Schenectady the first home reception of television (1927-28) and the first theatre video demonstration (1930). Television was broadcast regularly from Schenectady during 1928. The mechanical method made images crude, but some remarkable distance records were achieved. The features of D. W. Griffith, motion picture director, were transmitted from Schenectady and recognized in Los Angeles. The face of Prof. August Korolus of Leipzig was televised from Schenectady to Berlin. A rectangular figure was relayed back to Schenectady from Australia.

Earlier, on June 5, 1924, Dr. Alexanderson had sent over RCA stations the first trans-Atlantic facsimile—a hand-written greeting to his father. In 1931 he obtained a patent disclosing the principle of frequency modulation as applied to the transmission of pictures.

With the separation of GE and RCA in 1932, he devoted himself to the power applications of electronic science, such as power transmission with direct current, and continued his interest in short-wave phenomena and television. He has produced a long list of inventions in the power and control fields.

Born Jan. 25, 1878, in Uppsala, son of Prof. A. M. Alexanderson and Amelie von Heidenstam Alexanderson, he married Miss Edith B. Lewin of Rome, N. Y., in 1909. She died in 1912. He married Miss Gertrude Robart in 1914 and they have four children. Yachting is his No. 1 hobby.

In 1923 radio led to the return of his son, Verner, then six, who had been kidnaped. A caretaker at a lake resort recognized the youth from a description broadcast by WGY, GE station in Schenectady.

Dr. Alexanderson is a member and former president of IRE, a fellow of the American Institute of Electrical Engineers, and holds honorary degrees of Doctor of Science from Union College, Schenectady (1926) and Doctor of Philosophy from the Royal U. of Uppsala, Sweden (1938).

"HOWARD'S AND ME-- BOTH WELL-SUITED!"

How many stores, would you say, have broadcast over one station, five days a week, every week of every year, for 20 years—two decades? That's what Howard's Clothes For Men has done, over WDAY!

You can't blame us for taking pride in the number of local accounts which we *keep* for years, years and years! Ain't you convinced, *yet?*
sults, and wisely quit if they don't *get* them!

Howard's is only one of *eighteen* "locals" who have been with WDAY, *steadily*, from ten to twenty-three years! Ain't you convinced, *yet?*

WDAY, INC.
N. B. C.
FARGO, N. D.
970 KILOCYCLES . . . 5000 WATTS
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

More Radios Soon

GREATLY increased supplies of durable goods, radio and other household appliances in particular should be available on dealers' shelves within the next few weeks, the Commerce Dept. predicted last week. To date these items have been reaching consumers in only a small trickle. Complexity of production processes and removal of the excess profits tax Jan. 1 with consequent holding off the market of finished goods were cited among causes of the shortage.

FCC Delays Action In Ashbacker Case

Supreme Court Mandate Seen By End of This Week

NO FCC action on application of Ashbacker Radio Corp., Muskegon, Mich., will be taken until after the Supreme Court issues a mandate in its decision reversing the Commission's grant of a construction permit and license to WJEF Grand Rapids. The corporation has applied for special service authorization to operate WKBZ on 1230 kc.

Paul M. Segal of Segal, Smith & Hennessey, who won the Supreme Court case, filed the Ashbacker petition a week after Supreme Court's decision was handed down Dec. 3 [BROADCASTING, Dec. 10], it was learned last week.

Mandate This Week

Under a 25-day period which the high court allows for filing rehearing petitions, the mandate is expected late this week. Until then the FCC will take no action either against WJEF or on the WKBZ petition.

John E. and Rhea Y. Fetzer, owners of WKZO Kalamazoo, were granted a CP on 1230 kc for WJEF in June 1944. At the same time the FCC designated for hearing petition of Ashbacker to change the WKBZ frequency from 1490 to 1230 kc. It was the Fetzer grant that Ashbacker attacked, and resulted in the Supreme Court's decision that where there are conflicting applications the Commission must hear all before granting any.

Should the Commission issue a special service authorization to WJEF to continue operations pending its final decision after hearing the two applications, Mr. Segal said he would oppose such action in court.

Will Wright, top hand of "The Old Corral," heard daily, 6:30 to 7:30 a. m., goes through some of the mail received from all over the west including parts of Canada.

Emerson Smith, KDYL program director, emcees "Something for the Ladies," 11 to 11:30 a. m. four days a week, featuring interviews with important visitors, shopping news, and music while milady works.

Eugene Jelesnik, KDYL's musical director, celebrated violinist of stage, radio and television, and his Continental Orchestra are heard both locally and over the NBC network

Jerry Burns in "Pale Moonlight," sponsored by a Salt Lake department store, 10:30 p. m. three times a week, reads selected poems, voices timely musings to an organ background.

The KDYL Farm and Home Hour, 11:30 a. m. to 12 noon each Saturday following the National Farm and Home period, features groups of young people from F. F. A. and 4-H Clubs of the state.

Shown here are talented performers featured on a few of KDYL's outstanding locally-produced programs.

IT TAKES *Programs* TO ATTRACT LISTENERS

The POPULAR Station

Nineteen hours every day, KDYL offers really outstanding radio fare. That takes top-notch programming—smooth teamwork between the station and the network—teamwork that can come only from many years of broadcasting experience.

Through twenty-three years, KDYL has learned how to keep its fingers on the entertainment pulse of this area. It knows what Utahns like—what they will tune in consistently day after day, week after week. It spares no effort to provide what these people want, augmenting the greatest shows in radio as presented by the NBC Parade of Stars with local productions that please.

Advertisers naturally benefit from this experience, this "know how." To reach consumers in the rich, alert Utah market, consider the advantages of using the popular experienced station. For availabilities and additional information, phone, wire or write

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

JOHN BLAIR & CO., *National Representative*

THE STATION MOST UTAHNS LISTEN TO MOST

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

●

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

●

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

PRODUCTION

M. P. (Bob) WAMBOLDT, ABC eastern production director, will transfer to Hollywood Jan. 15, becoming the network's West Coast production manager, reporting to **J. DONALD WILSON**, director of production for ABC western division. He will be succeeded in New York by **LT. COL. HOWARD L. NUSSBAUM**, who left post of assistant production manager of the then Blue Network in 1941 to enter Army.

W. RICHARD NEHER, former member of the production staff of WHO Des Moines, has been appointed program director of WHBC Canton, O., effective Jan. 1. He will supervise all local and network programming.

Mr. Neher

ORIN TEVROV, former script writer on CBS "Ma Perkins" show, has been released from Navy as lieutenant.

REG MILLER has returned to KJR Seattle as chief announcer following release from Navy as lieutenant. He served for three and a half years in Pacific. **FRANK PERRY**, released from Army, joins KJR continuity staff.

JUDY BRENT, Hollywood radio-film comedienne, has been signed for role in Columbia film "That Texas Ranger".

HARRY VON ZELL, Hollywood announcer, is father of a girl born Dec. 11.

EDDY DUCHIN, released from Navy, has been signed as featured pianist on NBC "Kraft Music Hall" with Jan. 3 broadcast. He replaces **CARMEN CAVALLARO**, now star of his own weekly NBC show sponsored by W. A. Shaeffer Co.

BOB SIEVERS, staff announcer at WOWO Fort Wayne, Ind., before entering the Navy in Feb. 1942, has been released from service and has returned to station.

ROBERT L. BURGER has resumed duties as program director of WCAX Burlington, Vt., following release from AAF as administrative officer with rank of captain.

GENE WILLIAMS, vocalist and disc jockey at WSPD Toledo, O., is father of a boy, Terry Gene.

VIRGINIA MAULDIN WIGGINS, formerly with WAIM Anderson, S. C., is new addition to continuity department of WCSC Charleston, S. C. Other new members of that department include **SADIE BATTLE** and **BETTY JERVEY**. **ADRIAN MUNZELL** has been appointed musical director at WCSC.

ED STEVENS, formerly with Mutual and American in Hollywood, is new announcer with KFAR Fairbanks, Alaska.

ELMER MUSCHANY, production manager of KXOK St. Louis, has been elected vice president of the Radio Council of St. Louis.

STAN STOLLER, one time sports commentator with WDNC Durham, N. C., and KZRM Manila, has joined the announcing staff of WWDC Washington.

GORDON HODGSON, recently released from Royal Canadian Navy and command of a ship on Atlantic patrol, has returned to the production department of CJOR Vancouver.

AL REUSCH has been appointed program director and chief announcer of CKMO Vancouver.

STAN CATTON, former producer of CBR Vancouver, has been appointed chief announcer of CBM Montreal succeeding **TERENCE O'DELL**, now freelance announcer.

MAURICE E. WEBSTER, released from the Navy as lieutenant commander, returns to the announcing and production staff of CBS Hollywood. In service he was in charge of all technical training for Navy's communications officers at Navy Communications School, Harvard U.

HAL BOHM, WGN Chicago announcer on military leave, has returned to the station.

CARLTON FREDERICKS, WHN New York nutrition expert and conductor of daily half-hour program, has been cited as "The Young Man of the Month" in the January issue of Pic Magazine.

IRA ASHLEY, back from war duties with OSS in London, has resumed his directorship of "Grand Central Station", sponsored by Pillsbury Mills on CBS.

BILL FRAKER, announcer at KDKA Pittsburgh, has returned to the station following release from Navy. He served three years.

WALLY WILLIAMS, formerly with KSL Salt Lake City and released from the Army, has been appointed musical director of KUTA Salt Lake City.

TODD RUSSELL, Canadian comedian, is new m.c. on Pharmaco Inc. "Double or Nothing" program on Mutual, Sun. 9:30-10 p.m.

ERNEST de la OSSA, NBC personnel director, has been elected vice chairman of the New York Personnel Management Assn. Previously he was member of executive committee of the group as well as program chairman.

RICHARD JAMES has returned to WQXR New York as announcer after three years in Army, including service in France and the Rhineland.

WALT MURPHY, announcer at WINN Louisville, Ky., has been named production manager. **JAMES BOOTH** and **EDWIN KALLAY**, both Army veterans, are new announcing staff additions.

JAMES L. STIRTEN, former program manager of ABC central division and released last week as Marine Corps lieutenant, has been appointed assistant to **E. R. BORROFF**, ABC vice president in charge of central division.

JACK GARRISON, former Army captain and in 66th Infantry Division for four years, has returned to announcing staff of KMOX St. Louis. New to staff is **HOWARD DORSEY**, formerly with AFRS and in one of first groups to enter Tokyo.

BEN ALEXANDER, released from Navy as lieutenant, and prior to service NBC Hollywood announcer-actor-writer, resumes his portrayal of Ben Waterford on NBC "Great Gildersleeve".

DENNIS DAY, former feature singer on NBC "Jack Benny Show", and now assigned to AFRS program section, Los Angeles, has been promoted to lieutenant (j.g.).

DON STANLEY, released from Navy, has returned to NBC Hollywood as announcer replacing **BOB CAMPBELL**, now freelance announcer-actor.

GORDON PHILLIPS, released following three years with AFRS in South Pacific, has returned to Don Lee Broadcasting System, Hollywood, as sound technician.

ON NIP'S NETS
Jap Radio Is Americanized Under Ken Dyke

RADIO GI's in the Japanese area are Americanizing Nippon's networks and stations, according to word last week from Brig. Gen. Ken R. Dyke, former advertising and promotion manager of NBC, now Gen. MacArthur's education and information chief.

Commenting on the "radio situation," Gen. Dyke wrote BROADCASTING: "It is certainly an interesting one [the radio situation], and one which is great fun to play around with," he wrote. "The Japanese radio to date leaves a lot to be desired when compared with stateside stuff. We have already inaugurated a *Farm & Home Hour*, a daily women's program, a political forum, and a few other innovations which are attracting great interest among the Japanese radio public. Strangely enough, they had no programs of this type before or during the war."

EDUCATIONAL RADIO CONTEST PLANS SET

ENTRY BLANKS for the 10th American Exhibition of Educational Radio Programs, May 3-6, are being distributed by the Institute for Education by Radio, Ohio State U. Entries must be submitted by Feb. 1.

Exhibitors will be classified in three groups: national networks and organizations; regional networks and organizations and regional and clear-channel stations (5 to 50 kw); local organizations and stations (less than 5 kw). A first-place and an honorable-mention award will be made for each type of exhibitor in each of the following program classes:

Religious, agricultural, women's, cultural, social problems, personal and family problems, public issues (forums, etc.), news interpretation (not straight news reporting), interpreting civic and service organizations, furthering international understanding, children's (for out-of-school listening), programs designed for in-school use in primary grades, for in-school use in intermediate grades, and for in-school use in junior and/or senior high schools.

Each entry will be judged as an entire series rather than as an individual program. A recording of a typical program in the series must be submitted, but submission of more than one recording in a given series is not encouraged. Exhibit fee is $2, with an additional $2 for each additional recording submitted in any series. Award winners will be given special notice in *Education on the Air, 1946*, the proceedings of the Institute, which will be published by the university. Entry blanks may be secured from Institute Director I. Keith Tyler, Ohio State U., Columbus.

Equity Library Theater Plans Dramatic Series

PLANS are underway to package a new dramatic air show for Actors Equity Assn., to be called *Equity Library Theater of the Air*. Thomas L. Stix and J. G. Gude, of New York, have been assigned as co-producers and business managers of the venture, with proceeds going to support of Equity Library Theater Fund. Mr. Stix and Mr. Gude expect to develop a half-hour or hour dramatic show for sale to a sponsor.

Equity Library Theater, assists unknown acting talent. It previously was supported by private donation and stage plays in various public libraries.

Mutual Review

REVIEW of past year will be presented on Mutual Christmas Day on "1945 in Review", 9:30-10:30 p.m. Program will present in narrative form outstanding events of year as reported by Mutual correspondents.

Tom Lewis

FLYING OFFICER TOM LEWIS, RCAF, is now officially presumed dead after being reported missing on a raid on Hamburg March 31, 1944. He was on the technical staff of CKY Winnipeg, before joining the RCAF early in 1943.

Joe Reichman
Helen Bennett
Betty Russell
King Sisters
Xavier Cugat
Vicki Manalo
Louie Armstrong
Kitty Kallen
Buddy Di Vito
Doris Daye
Andy Russell
Betty Bradley
Bullets Durgon
Miguelito Valdes
Margaret Whiting
Glen Gray

BREAKING ALL RECORDS FOR SALES AND POPULARITY

DON OTIS' RECORD ROOM

2:05-4:00 P.M. — MONDAY THRU FRIDAY

Jack Kirkwood
Freddy Martin
Jan Savitt
Jane Zeiser
Dick Mershon
Steve Cochran
Don Raye
Enric Madriguera
Ray Linn
Connie Haines
Maylon Clark
Jimmy Stutz
Milt Raskin
Del Campo
Lionel Hampton
Corky Corcoran
Buddy Di Vito
Del Courtney
Jimmy Greer
Anita Boyer
Paul Weston

ll of these stars have recently appeared on this opular participating program.

hese advertisers are proving the selling power of this scripted ecord show: Colgate Dental Cream • Palmolive Peet Company • Pond's Cream • Garret Wines • Aragon Ballroom • American Express Company • L. B. Hair Oil • Milani Food roducts • Madera Wines • The Trocadero • Mission Pak.

KMPC
The West's Greatest Independent

5939 Sunset Blvd.—Los Angeles 28—Calif.

710 KC
KMPC
10,000 WATTS

FULL INFORMATION AT YOUR PAUL H. RAYMER CO. OFFICE

WIND
CHICAGO
5000 WATTS 560 KC

Tops on the Dial

THE ONLY
CHICAGO
STATION
WITH 24
HOUR NEWS
SERVICE
UP—PA—INS

EXCLUSIVE
CHICAGO BEARS
FOOTBALL

EXCLUSIVE
BLACK HAWKS
HOCKEY

EXCLUSIVE
24 HOURS
NEWS SERVICE

EXCLUSIVE
CHICAGO CUBS
BASEBALL FOR 1945

National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

AGENCIES

F. CARLETON McVARISH has been appointed by H. B. Humphrey Co., Boston, in charge of radio research, promotion and merchandising in agency's radio department. Just resigned from the Interim Research & Intelligence Staff of State Dept. as assistant chief of distribution for research and analysis branch of Office of Strategic Services, McVarish for 14 years had been director of merchandising and research for Yankee Network.

LT. COMDR. B. B. BANKS, on terminal leave from Navy, has joined Hill Adv., New York, as account executive.

JOHN M. WILLEM, research director of Leo Burnett Co., New York, has been appointed account executive.

KEITH STEVENS, composer-conductor of CBS "Request Performance" for Ward Wheelock Co., Philadelphia, Dec. 15 married Peg McCartney of Sydney, Australia, whom he met two years ago while heading OWI radio activities in that area.

EDWIN CURTAIN, prewar radio publicity chief of BBDO New York, has rejoined the agency after five years service with the Army, the last two with Chinese Combat Command. He was released as lieutenant colonel.

SYLVAN TAPLINGER, radio director of Weiss & Geller, New York, is father of a boy born Dec. 18.

CHARLES F. JUNOD, recently released from the Navy as lieutenant, has rejoined William Esty & Co., New York, as account executive.

ALBERT CLOUGH, recently discharged from the Army, has rejoined the radio department of Donahue & Coe, New York.

GEYER, CORNELL & NEWELL, New York, now handles foreign advertising and has made arrangements with Irwin Vladimir & Co. under which foreign advertising facilities will be made available.

TOM DENTON, released from the Navy as lieutenant commander and formerly account executive with H. W. Kastor & Sons, Chicago, has joined Geyer, Cornell & Newell as head of the radio department of the Hollywood office.

EARL G. THOMAS resigns as radio director of Grey Adv., New York, to devote full time to promotion development and merchandising of new participation program to be made available to stations.

WYLLIS COOPER, chief program supervisor with Compton Adv., New York, has been appointed head of agency's television and motion picture departments. **BRUCE DISQUE**, assistant program head, succeeds Cooper as chief program supervisor.

LEN McKENZIE, radio writer formerly with BBDO New York, joins the radio department of Compton Adv., New York.

JACK FOY has been appointed manager of the Chicago office of Craig E. Dennison Adv., shifting from Buffalo office. **R. I. LARSON** and **BEN RUBIN** of Chicago staff, have resigned. **WILLIAM TANNER** continues as Buffalo manager.

LT. GERARD J. CASSEDY, recently out of Navy, has returned to Bermingham, Castleman & Pierce, New York, as account executive.

PHIL SNYDER has been named musical director of Pacific Coast Adv., San Francisco.

AUBREY C. MENDLE, discharged from AAF and formerly with San Francisco agencies, has joined Hugo Scheibner Inc., Los Angeles, as account executive. **SELIG J. SMITH**, after more than three years in the Navy, has joined agency as art director. **MARIE HORNBECK**, former fashion editor of Seattle Times and director of women's activities of The Portland Oregonian, has been placed in charge of publicity and public relations for agency. **COLLETTE LISTMAN**, formerly of I. Magnin's, women's apparel shops, has joined Scheibner as fashion consultant.

ANDREW C. KELLY, former copy writer of Smith & Drum, Los Angeles, and previous to that West Coast manager of Tom Fizdale Inc., national publicity service, has been appointed Los Angeles manager of newly established offices of James Houlihan Adv., Oakland, Cal. He is temporarily headquartered at 1061 S. Flower St. Telephone is Prospect 9145. Kelly was at one time CBS western division publicity director.

D. E. LONGMORE, vice-president of McKim Adv. Ltd., has been appointed manager of the Montreal office succeeding **J. J. GALLAGHER**, who is retiring. Longmore formerly was manager of McKim offices at Vancouver, Toronto and London, England.

KATHRYN-ANN ADVERTISING IDEAS, Vancouver, is new agency started by **KATHRYN MASSIE**, who has been in western Canadian radio for several years, and **ANN STOCK**, formerly of Cockfield Brown & Co., Vancouver, and prior to that with eastern Canadian agencies and department stores.

JAMES WASHER after three and a half years service with Army has returned to Donahue & Co., New York, as assistant account executive.

DAN RODGERS, formerly with Raymond Spector Co., New York, as media director, has joined the creative staff of E. T. Howard Co., New York.

GEORGE SMITH, formerly with Standard Brands, New York, and prior to that with Procter & Gamble Co., Cincinnati, has joined Foote, Cone & Belding, New York, as assistant account executive.

JANE L. VAN ALSTYNE, formerly with Lennen & Mitchell and J. Walter Thompson Co., has joined the copy staff of Franklin Bruck Adv., New York.

KENNETH R. McMATH, member of the business development department of N. W. Ayer & Son, Philadelphia, has been transferred to New York office of the agency.

LEW VALENTINE, returned from service and now assistant radio director of Grant Adv., Chicago, is serving as m.c. on Mars Candy Thursday night ABC show "Curtain Time", for which Grant is agency.

WALTER McCREERY, executive partner of Smith, Bull & McCreery, Hollywood, and **MEL ROACH**, office manager, have returned to their headquarters following six weeks of New York conferences with clients.

WILLIAM WINTER, with release from Navy after three years service, has rejoined Ray Carr Adv., Portland, Ore.

GAIL WRIGHT, formerly on publicity staff of Tayton Co., Los Angeles, has joined John Freiburg & Co., Los Angeles agency, as account executive. **BESS LYMAN**, former publicity director of WINN Louisville, also has been added to agency as account executive.

JAMES F. ROWE, with release from Marine Corps as combat correspondent, has joined J. Walter Thompson Co. as publicity director for Las Vegas Chamber of Commerce. Agency's Los Angeles office services account.

RICHARD B. KRUEZER, with release from armed forces, has joined Albert Frank-Gunther Law, San Francisco, as production manager and art director.

HENRY W. WELSH Adv., Los Angeles, has changed agency name to Welsh-Hollander Co. **A. M. HOLLANDER** has been food and household account specialist for year and a half. **VIRGINIA BLANKENHORN**, in agency production department, assumes added duties as copywriter.

JACK L. ADAMS, formerly with Zellerbach Paper Co., has joined Davis & Beaven Adv., Los Angeles agency.

WILLIAM V. SHAFTNER, for four years with FBI on counter espionage assignments and prior to that associated with San Francisco radio and publicity work, has joined Gerth-Pacific Adv., San Francisco, as account executive.

R. B. STRUBLE, radio director of Dan B. Miner Co., in Chicago for two weeks on agency business, returns to his Los Angeles headquarters Jan. 3.

RALPH H. WHITMORE, on inactive duty from Army with rank of major after approximately five years service, has joined The Tullis Co., Los Angeles agency, as production manager and account executive. Before joining the service he was a CBS Hollywood account executive.

GEORGINA SMALL, former editor of Western Radio News, published by Homer Griffith Co., Hollywood, station representative, has rejoined Smith, Bull & McCreery Adv., Hollywood, as timebuyer and secretary.

WILLIAM RALSTON with Army discharge has been made assistant account executive of Foote, Cone & Belding, Los Angeles.

BILL HUNTER with release from Coast Guard has been appointed account executive of Allied Advertising Agencies, Los Angeles.

BOOKER-COOPER, Los Angeles agency, moves to 1235 W. Sixth St. on Jan. 1.

ARTHUR C. RICHARDS, radio director of Paul Winans Adv., Los Angeles, and Varonica Warenick were married Nov. 28.

LAURIE K. TISCHLER, former advertising manager of J. W. Robinson Co., Los Angeles department store, has joined Jere Bayard & Assoc., Los Angeles agency, as account executive.

JERROLD C. ARNOLD, former partner of Logan & Arnold, Los Angeles, has been appointed vice president and director of Paul E. Newman Co., Los Angeles agency.

LESTER A. FRIEDMAN with release from AAF has returned to Brisacher, Van Norden & Staff, San Francisco.

CARL J. EASTMAN, vice-president of N. W. Ayer & Son, San Francisco, has been elected first vice president of San Francisco Chamber of Commerce.

MARTIN MURPHY, released from service as captain with Intelligence Section, 18th Airborne Corps, and formerly with Centaur Co., has joined Pedlar & Ryan, New York. Returned to media department of P&R is **GENE WAGGAMAN** after four years as Navy lieutenant.

WALTER C. BARBER of Compton Adv., New York, has been elected president of Media Men's Assn. of New York. Other officers elected include **DANIEL PYKETT** of Kudner Agency, first vice president; **SID SHAEFER**, Buchanan & Co., second vice president; **ROBERT ERATH**, Kenyon & Eckhardt, treasurer, and **H. A. STERNS**, Duane Jones Co., secretary.

NEWS

LAWSON (Jack) DAVIES, Pacific veteran, has returned to KSL Salt Lake City, assigned to newsroom.

SAM TAUB, WHN New York sportscaster, has been elected recording secretary of the Boxing Writers Assn.

MALVINA STEPHENSON, Washington correspondent for West Virginia Network and several newspapers, has been added to standby staff as Washington representative of ABC "News of Tomorrow" program, daily 11:05 p.m. Miss Stephenson specializes in reporting activities of Mrs. Truman and Margaret Truman.

DAVE ROBBINS has returned to CKOC Hamilton as news editor after service as major with the British 8th Army.

BOB TRUERE, former announcer at WPDQ Jacksonville, Fla., is now news reporter at WCSC Charleston, S. C.

FREDERICK MANESS, chief announcer at WCOS Columbia, S. C., before serving four years in AAF as pilot, joins WCSC newscasting staff.

HARRY PECK, director of special events at KOIL Omaha, Dec. 12 was presented Key-Man key by Omaha Junior Chamber of Commerce for his work as general chairman and publicity chairman for Wartime Salvage Drive.

DICK CROMBIE, newscaster, returns to KJR Seattle after Navy release. He was aviator with rank of lieutenant, served three and a half years.

RAYMOND SWING, ABC commentator, has been elected chairman of the board of Americans United for International Organization.

EDWARD R. MURROW, CBS commentator, is back in London for his regular broadcast Sun. 1:45-2 p.m. and **WILLIAM SHIRER**, CBS commentator, returned to New York for his Dec. 16 broadcast after seven weeks covering war trials in Nuremberg.

Welch Appoints

JAMES O. WELCH Co., Cambridge, Mass. (candy), has placed advertising account with Charles W. Hoyt Co., New York.

Places Account

NATIONAL MFG. Corp., Sterling, Ill., affiliate of Doehler Metal Furniture Co., has placed account for new line of kitchen and dinette furniture with Hirshon-Garfield, New York.

Audience Participation
("Ladies, Be Seated")

Variety said, ". . . network execs know whither they are going. They have formulated a program policy of using network radio shows which have the best chance of scoring strongly when televised."

Billboard said, "It's funny, it's commercial and it's inexpensively produced . . . genuinely entertaining."

Musical
("King's Record Shop")

Variety said, "Show . . . gives staunch support to a vast sector of the industry which believes that while video is in the toddling stage, programming keynote should be simplicity."

Sports
(Night Baseball)

Variety said, ". . . the tele department of ABC reached a new high last week in the tele filming of (Esquire's) sports event . . . came up with one of the clearest and most interesting sports events yet seen on tele."

Special Programs
("Letter to Your Serviceman")

Variety said, "Nine times out of 10 the variety format on television molds itself into a click show. The (ABC) video department has been the greatest exponent of variety stanzas for television with 'On Stage, Everybody,' 'Kiernan's Corner' and . . . 'Letter to Your Serviceman . . .'"

Musical Audience Participation
("Breakfast Club")

Variety said, ". . . Don McNeill and his 'Breakfast Clubbers' proved that audience-participation shows provide sock entertainment for the video medium . . ."

Hollywood Reporter said, . . "McNeill and his Windy City gang proved the American web's theory that audience participation airers make good television fare . . ."

Children's Programs
("Tele Tales for Children")

Variety said, "Those who viewed the Singing Lady of radio strutting her stuff in video for ABC last Friday were more than entertained—they were convinced that television had found itself."

Special Events
(Navy Day Program)

Billboard said, "Just about the best film record of New York's Navy Day celebration . . . a film which is a fitting document of our Navy and the public's reaction to it."

Musical Variety
("On Stage, Everybody")

Billboard said, "The show ran with a smoothness that is big-time . . . had everything—color, movement, integration, format and theme . . . there hasn't been anything on the air in a variety format that has been any better."

Trade reviews tell you . . .

Why ABC is on the Right Track in Television

When we started in television, we knew that to make a success of it we had to establish a basic pattern in order to build television that was above all *practical*. In outline, it was something like this:

1 America's *advertisers* had a lot to do with making radio the success it is today. By competing among themselves for larger audiences, they made programs increasingly better, with the result that they, the public and the radio industry all benefited.

2 Advertisers and their agencies will play just as important a part in commercial *television*. For that reason, the best approach to television is from the standpoint of making it a *practical, economical medium for advertising*.

3 The logical place to begin the development of television is with what has already been learned about *listening audiences*. New and costly experimental work in new types of programs will play its part. *But right now the adaptation of proved, successful, economical radio shows with assured listening audiences is the industry's best bet in developing practical television.*

4 Shows should be televised on regular weekly schedules, just as they are in radio, in order to build and hold television audiences.

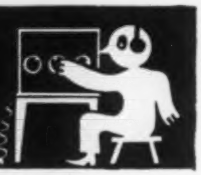
The Plan Really Works!

How far that philosophy has taken us in just the past few months is best told in trade reviews of ABC video shows. Some of them are on this page. Read them closely. What they say, in effect, is that in *all* types of video programs—audience participation, children's shows, night baseball, special events—ABC is not only on the right track, but off to a good start as well. That's why advertisers who want to get into television on a practical, economical basis are getting set on ABC today.

In the Schenectady area, enjoy special ABC Christmas television programs December 21, 24, 26, 27 and 28 at 8:00 p.m. on Station WRGB.

American Broadcasting Company

TECHNICAL



CLIFF GORSUCH, KDKA Pittsburgh engineer, has returned to station following release from the Army as lieutenant. He served for 33 months, was in CBI and Africa.

Mr. Widlar

WALTER WIDLAR, project engineer for the Med-Rad division of Black Industries, Cleveland, since Nov. 1944, has been appointed general manager of that division. For 10 years he was relay facilities engineer for WGAR Cleveland, during which time he worked on ultra-high frequency mobile broadcasting equipment. In 1942 he was granted leave to become member of laboratory staff of Columbia U. Division of War Research, where he collaborated in work on sonobuoy anti-submarine equipment.

D. C. BIRKINSHAW has been appointed superintendent engineer and **H. W. BAKER** has been appointed engineer in charge of the Alexandria Palace television station of the BBC. Telecasting is expected to commence next Spring.

GEORGE RITCHIE, recently discharged as RCAF wireless mechanic, has returned to CKY Winnipeg as studio control operator.

G. M. GARRO-JONES is chairman of Television Advisory Committee, group appointed by British Minister of Information E. J. Williams to counsel British television industry and coordinate work of various government departments. Plans are being completed by group to resume telecasting and extend service beyond London area.

FRED M. HALL, in Navy service for four years, has joined the staff of KGAK Gallup, N. M., scheduled to begin broadcasting early in January. For a year and a half with AFRS station at Noumea, New Caledonia, he had been technician with WWDC Washington before the war.

CLAUDE WILLIAM VANCE Jr., four year Army veteran, is new control operator at WCSC Charleston, S. C.

GEORGE HAGERTY, Signal Corps captain stationed in China, and **CHARLES C. RODER**, lieutenant with Signal Corps in South Pacific, have rejoined the technical staff of KYW Philadelphia.

WALTER CARRUTHERS, recently returned to engineering staff of Don Lee Broadcasting System, Hollywood, after completing Navy engineering research assignment in San Diego, has been named head of network's newly created electronics research department.

WILLIAM R. McNILLIN, recently discharged from the Navy, has rejoined NBC engineering department as broadcast engineer.

PAUL ALEXANDER is new member of engineering staff of WINN Louisville.

W-E Co. Dividend

WESTERN ELECTRIC Co. board on Dec. 11 declared a dividend of 50c a share on its common stock payable on Dec. 31 to stockholders of record on Dec. 26.

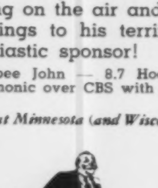
The **NAME** Band of the Midwest!

Whoopee John

"Dance on and on, with Whoopee John!" heard by more Sunday listeners than any other show on the air! * . . . . . And over 150,000 people attend Whoopee John's dance engagements in ballrooms throughout WTCN's listening area every year. To his solid booking on the air and on dance dates, Whoopee John adds Decca recordings to his terrific score. Another midwest winner with an enthusiastic sponsor!

* Whoopee John — 8.7 Hooper rating. His nearest competitor is the New York Philharmonic over CBS with an 8.4 Hooper.

The Great Minnesota (and Wisconsin) audience demands, deserves and GETS the best in radio!



WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA
AMERICAN BROADCASTING CO.

FREE AND PETERS *National Representatives*

ALLEN CHOSEN HEAD OF AMA IN NEW YORK

Mr. Allen

GEORGE H. ALLEN, manager and secretary of Cooperative Analysis of Broadcasting, has been elected president of the New York chapter of American Marketing Assn. Mr. Allen served as vice president in 1945, director in 1944, and was first chairman of the radio-in-wartime discussion group.

Other officers chosen were: Donald E. West, director of market research for McCall Corp., vice president; Caroline E. Aber, McCall Corp., chapter secretary, and Douglas Taylor, McKinsey & Co., reelected treasurer.

New directors for two-year terms are: Arno Johnson, director of marketing research and media for J. Walter Thompson Co.; Victor Pelz, managing director of the traffic audit bureau; Carl H. Henrikson Jr., associate director of research, J. M. Mathes Co.

KLZ Starts New Series On Farming January 11

"A NEW DAILY public service program devoted exclusively to the advancement of farming as a business and a way of life" will start on KLZ Denver Friday, Jan. 11. The *Farm Reporter* will be coordinated and directed by Lowell Watts, graduate of Colorado A & M, holder of six-month scholarship in practical farm radio at WLW Cincinnati, and just released from AAF, after six months as a prisoner of war in Germany.

Program will be heard Monday-Friday 12:30-12:45 p.m., followed by a newscast, scheduled according to farmer time preference as shown in a KLZ poll. Mr. Watts will use a wire recorder in addition to the KLZ mobile unit for on-the-farm broadcasts. *Farm Service Program* continues on KLZ 6:15-6:30-a.m., with both programs sustaining. Dedicatory program for the new series will be held Jan. 10 at Denver's Cosmopolitan Hotel, with Secretary of Agriculture Clinton Anderson, Governor of Colorado John Vivian, and Dr. Roy Green, president of Colorado A & M, as guests.

Carpet Promotion

ALEXANDER SMITH & SONS CARPET Co., Yonkers, N. Y., plans extensive advertising campaign during 1946. Output is expected to be 75% of 1941 production. Most of budget, not yet finally determined, goes to publications but local radio is being tested.

Rectifier

DEVELOPMENT of a new half-wave high vacuum rectifier, a miniature tube said to be capable of handling 20,000 volts in a 2⅜ inch bulb, was announced last week by National Union Radio Corp., Newark, N. J. Corporation reported that the tube, designated as the N. U. 1Z2, was well-suited for application as a halfwave rectifier at line frequencies as well as for application in other forms of rectifier circuits.

KFBC SCORES
Again Takes on Big Basketball Schedule in West

KFBC Cheyenne is again broadcasting an intensive schedule of basketball games, sold on a cooperative basis, six sponsors to a series, between 30 or 40 sponsors in all. On Dec. 6 the station broadcast a pre-season exhibition game between Wyoming and Brigham Young U., two top contenders for Big Seven honors.

In the regular season play the station will broadcast 16 Wyoming U. games by direct wire from Salt Lake City, Provo, Logan, Denver, Fort Collins and Boulder, the balance of the games being played at Laramie, home of the university. In addition, there are 24 high school games both home and out of town, and 15 or 20 additional games from Ft. Francis E. Warren and the American Legion games of Denver. KFBC will also broadcast 10 or 12 games from the National AAU basketball tournament in Denver the latter part of March.

Schedule involves 4,000 miles of travel for the KFBC crew, including William C. Grove, KFBC manager, making the arrangements and doing the engineering; play-by-play announcer, Jimmie Blaines, formerly with KTUL Tulsa among other stations; and Larry Munson, formerly of WMIN Minneapolis, another play-by-play mike man. Aggregate cost is approximately $30,000.

CJBQ Authorized

CJBQ Belleville, Ont., is new 250 w station licensed to operate on 1230 kc, with A. M. Haig, recently RCAF group-captain, as licensee. Station is expected to be on air in May, using Northern Electric equipment. CJBQ will be represented by H. N. Stovin & Co., Toronto.

SPECIAL SENATE investigating committee on atomic energy has requested copy of Dec. 13 script of Mutual's "You Make the News" program, an atom discussion, for permanent record.

Pardon us if we repeat—
But it's still true that
Only KROD
serves ALL the rich
El Paso Southwest

ARIZ.
CARRIZOZO
HOT SPRINGS
TULAROSA
ALAMOGORDO
SILVER CITY
NEW
MEXICO
LAS CRUCES
CARLSBAD
DEMING
El Paso
FABENS
SIERRA BLANCA
TEXAS
KROD's Coverage Area

CBS
Represented NATIONALLY
by
Howard H. Wilson Co.
•
It costs no more to reach ALL of this important market
—BUY KROD

KROD
1000 Watts 600 KC
EL PASO, TEXAS

Making Steel Talk

the

CHRONOVOX

STEEL TAPE
RECORDER–PLAYBACK

- INSTANTANEOUS ELECTRICAL TRANSCRIPTIONS
- PERMANENT STEEL TAPE
- SURFACE NOISE ELIMINATED
- COMPLETE SELF-CONTAINED UNIT
- PLUGS IN ANY 110-VOLT AC SOURCE

Of Course, it's an RDR Achievement!

FOR MORE INFORMATION—CONTACT:

RADIO DEVELOPMENT & RESEARCH CORP.
233 WEST 54TH STREET NEW YORK 19, N. Y.
AFFILIATE: TRANSFORMER PRODUCTS, INC.
143 W. 51st Street, N. Y. C.
MIAMI: SALES—SERVICE
1415 N. E. 2nd Ave., Miami, Fla.

BUFFALO'S GREATEST
REGIONAL COVERAGE

WGR

550 K. C.

BUFFALO'S
AMERICAN
BROADCASTING
COMPANY
STATION

5000 WATTS BY DAY
1000 WATTS BY
NIGHT

BUFFALO
BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative · FREE & PETERS, INC

ALLIED ARTS

WALTER ADDISON WATSON has been appointed advertising manager of the Hoffman Radio Corp., Los Angeles. He heads new department, which will handle all advertising, sales promotion, merchandising, publicity, public relations and house organ activities of firm. He is former advertising manager and director of public relations for Packard-Bell Radio Mfg. Co. He was just released from AAF after three and a half years service.

MORT GREEN writer, and **GEORGE FOSTER**, producer, at WNEW New York, have resigned to start an independent package production concern.

NATIONAL RADIO Records, New York, has changed its name to the N. C. Rorabaugh Co., to avoid confusion. Firm will continue to publish monthly NRR Spot Radio Advertising Reports. Ownership, operation and address remain the same.

BRITISH RADIO & TELEVISION RETAILERS Assn. has issued a booklet to assist veterans to start retail radio businesses. Booklet warns against mistake of purchasing a repair service shop which actually has no license to sell sets and may do only maintenance and repair work. **H. A. CURTIS**, association secretary, explained that only disabled men and former retailers who had to close shop during the war can now obtain priorities for new retail sales licenses.

PILOT Radio Corp., Long Island City, N. Y., plans new line of non-breakable vinylite plastic records under name of Pilotone for consumer trade.

THIS MONTH magazine, which has been awarding monthly plaque for special merit to outstanding radio shows, will not only award plaques to network shows, sponsored or sustaining, but also once a month to an outstanding local station show. Stations throughout North America are eligible to submit their programs for possible prizes.

HELEN FARRELL MOUNT has resigned as executive secretary of Radio Directors Guild, New York, following her marriage Dec. 11 to Charles A. Perkes, Pacific Coast manager of Parry Navigation Co.

FORMAL presentation of annual awards by the New York Film Critics Circle will be made on Philco's "Hall of Fame" Jan. 20 over ABC. John T. McManus of PM, chairman of the Circle, will be m.c. on show which will feature tributes to movie high spots of 1945.

BUREAU of Advertising (ANPA), San Francisco, has moved to enlarged quarters at 240 Montgomery St. **CHARLES P. HIRTH**, released from Navy and formerly in research department of United States Savings & Loan League, Chicago, has been added to staff. **MAJ. STEDMAN CHANDLER**, currently serving in Washington, D. C., is said to return to bureau in executive capacity before Jan. 1946.

BOB DRUXMAN, former program director of KINY Juneau, Alaska, released from the Army, is now associate editor of Tide Magazine in charge of radio.

CHARLES D. (Ginger) MORGAN has been named sales engineer of electronic and industrial divisions of Marshank Sales Co., Los Angeles, maker of high-frequency radio equipment.

L. R. O'BRIEN, former sales manager of the Kenrad division of General Electric Co., has been appointed general sales manager of the radio receiving tube division of Raytheon Mfg. Co.

HAL TATE, one time Chicago bureau manager of BROADCASTING and radio columnist on WMAQ and WBBM Chicago before entering Navy Seabees, has returned to Chicago. Jan. 15 he leaves for Hollywood to handle movie publicity.

SAMUEL B. LEVAUR, former RCA-Victor district manager in New York, last week was named sales manager for television receivers of Allen B. DuMont Labs.

American Is Third Net to Join Move Pressing Action on Time Shift Problem

THIRD network affiliate group has joined the movement to bring about concerted action to check resumption of the semi-annual shift by networks to daylight saving time in the spring and back to standard time in the autumn. Unanimous expression by affiliates of ABC at a meeting in Minneapolis has been sent to the NAB and to John H. Norton Jr., ABC station relations manager.

Similar action had been taken by ABC affiliates, District 2, at a meeting in Detroit [BROADCASTING, Dec. 17]. Sentiment in favor of united action has been developing among other network affiliate groups.

United Front

E. L. Hayek, of KATE Albert Lea, Minn., NAB director for District 11, acting on behalf of the affiliate group, notified NAB and Mr. Norton of the Minneapolis action. ABC affiliates in the area are contacting other network stations in an effort to develop a united front against twice-yearly schedule shifting by networks.

Mr. Hayek's letter follows:

"From the discussion at our meeting held here in Minneapolis I believe you realize that there is no doubt in the minds of the stations in this district as to the importance of the network remaining on standard time. I will not attempt to outline the arguments that were advanced for you know them all.

"The problem is a serious one for both of us and you will recall that the stations were unanimous in asking that we express ourselves requesting that the network remain on standard."

Rocks of Wrath

THERE WAS A SLIGHT stoppage on a CBC Dominion network program *Ex-Service Show* on Dec. 10. Listeners all over Canada wondered, but the studio audience saw it happen. An unidentified drunk threw a five pound rock through a window at the CFCF Montreal studio. The rock came hurtling into the studio, caused a commotion and an eight second stop. Then the show went on. Nobody was hurt.

COL. STRONG BACK IN LAW PRACTICE

COL. GEORGE E. STRONG, who has been on active duty with the Army Air Forces since April 1941, last week returned to his private law practice in Washington, specializing in radio and administrative law. Col. Strong was formerly a member of the law firm of Holland & Strong in the Woodward Bldg. He was placed on inactive duty after having served as commanding officer of the procurement district of Army Air Forces in Detroit, and during his entire World War II service was assigned for the entire time in the Detroit area. He served as industrial relations officer in the Detroit area in connection with war plane manufacture, as well as in intelligence and public relations. A pilot in the last war, he was a major in the reserve when called to active duty.

Col. Strong

Col. Strong is the son of the former congressman from Kansas and began radio practice some 20 years ago—before the creation of the original Federal Radio Commission.

*

WNAB

BASIC-AMERICAN IN
BRIDGEPORT, CONN.

Concentrated Audience in the
Nation's 59th Market

WNAB *programming* is concentrated on the Bridgeport metropolitan area with its 216,000 people and almost $100,000,000 in 1939 Retail Sales. WNAB *coverage* is confined to the area of maximum results. WNAB *results* will make *you* beam!

PICTURE OF...
A MAN WHO....
CHANGED FROM...
ONE STATION...TO "ANOTHER"

AVAILABLE IN COMBINATION WITH WATR, WATERBURY
REPRESENTED BY RAMBEAU

PROMOTION

PAIRS of cotton bolls, termed the "white gold" of the Arkansas River Valley, have been mailed to industry representatives by KOTN Pine Bluff, Ark. Seeds from the "KOT'N Bolls" may be planted, according to inclosed card, which also suggests "Through the medium of station KOTN plant the seeds of sales success."

Ford Series Cards

CARDS for music store display are being distributed weekly by ABC to 110 affiliates carrying "Ford Sunday Evening Hour". Calling attention to guest artists on series, cards carry line, "Great artists on the air—Great records in your home". Gummed labels give individual station calls and broadcast times.

SINGLE OFFER of a postcard picture of "Uncle Tom" (Tom Moore), m.c. of WCKY Cincinnati "Western Jamboree," brought 13,383 requests from 33 states, Canada and British West Indies in three days. Count ultimately grew to 38,193. Cincinnati advertising agency representatives and WCKY personnel examining the mail are (l to r) George Moore, WCKY sales manager; Robert M. Fleming, radio director, Stokes, Palmer & Dinerman; Walter Haehnle, Haehnle Advertising; Jim Bellamy, WCKY sales staff; Bill Dawes, WCKY studio supervisor.

KMOX Tradition

TRADITIONAL Christmas broadcast of chimes and midnight service from St. Genevieve Church, St. Genevieve, Mo., on KMOX St. Louis, symbolizes holiday to many listeners in that area, according to folder prepared by station. Broadcast this year will mark not only 10th anniversary of program but also 20th anniversary of KMOX.

CFAR Folder

CFAR Flin Flon, Man., has issued a descriptive folder relating how the mining town of Flin Flon got its name. Prospectors who staked the copper claims in 1914 named it after a character in the only book they had among them. Flin Flon is now third largest community in province and largest isolated mining community in Canada, according to folder. Humorous drawings on the adventures of explorer Flintabatty Flonatin, hero of the prospectors' novel, complete brochure.

Agency Is Host

FOOTE, CONE & BELDING, New York, was host at a reception honoring Kate Smith and Ted Collins Dec. 17 at the Waldorf Astoria in New York. Agency handles the "Kate Smith Sings" program effective Jan. 4, when it takes over advertising for General Foods Corp.'s Instant Postum which was formerly handled by Young & Rubicam [BROADCASTING, Aug. 6, 1945].

Christmas Legends

KCKN Kansas City and WIBW Topeka, Kan., last week mailed colorful booklet "Where Our Christmas Customs Come From". Piece was inserted within blue folder with Christmas theme and message, "For your greater enjoyment of the coming Christmas Season".

Grid Dinner

WPEN Philadelphia and The Evening Bulletin were co-sponsors in feting city high school football champions at a dinner at the Bellevue Stratford Hotel last week. Presentation of Bulletin cup and individual emblem pins was broadcast over WPEN.

Novelty Card

NOVELTY direct mail card has been distributed by CKCW Moncton to announce new Monday through Friday program "She Shall Have Music". Card states "We're in the doghouse" for not personally announcing new program although CKCW felt sure everyone knew about the program designed "as a relief from drama."

Pennants

GUMMED paper pennants containing photos and autographs of recording personalities are being sent upon request to listeners of "950 Club", daily record show of WPEN Philadelphia.

Personal Messages

MIMEOGRAPHED on varied colors of paper, packet of Christmas messages from Don Lee-KHJ Los Angeles personalities has been distributed by the network.

Promotion Personnel

RICHARD REDMOND, recently discharged from AAF as major, has rejoined Mutual as advertising director in network's sales promotion and research department.

ALF T. PARKES, recently discharged as flight lieutenant from RCAF, has joined CKCW Moncton, N. B., as director of public relations. In RCAF he was recruiting promotion officer for the Maritimes, and later personnel counselling officer at Moncton and Reykjavik, Iceland. Before joining RCAF he had been in advertising and public relations work in Winnipeg and with CKRC Winnipeg and CJGX Yorkton.

Mr. Parkes

LOU SPECTOR, for three years in Canadian Army as script writer and special events writer for Army newsmagazine Khaki, has been appointed publicity director of CHML Hamilton. He was news editor of CHML before joining service.

SPENCER GREEN, for three years in air branch of Navy, has resumed post as promotion and publicity manager of KJR Seattle.

LT. ROBERT G. PATT, out of Navy, rejoins promotion department of WHN New York as supervisor of sales presentations and research. **ROBERT F. ANTHONY** continues as station promotion, audience promotion and advertising head.

NATHANIEL MARKS, copy editor in NBC press department, is father of a boy, Kenneth Burtin, born Dec. 18.

ROLAND TRENCHARD, director of public relations of WAAT Newark, has been named chairman of the public relations committee of the Newark Kiwanis Club.

10 Biggest

THE TEN biggest news stories of 1945 were selected by Richard L. Tobin, director of news for American Broadcasting Co., in a speech before the Alumni Association of the graduate schools of Columbia University. Tobin's rankings, in order were: The atomic bomb, defeat of Germany, defeat of Japan, death of Franklin D. Roosevelt, death or disappearance of Adolf Hitler, postwar upheavals in Orient, South America and Europe; the United Nations Organization, including the San Francisco Conference, postwar strike wave, defeat of Winston Churchill by British socialists, war crimes trials at Nuremberg.

OUR MESSAGE IS *TWO-FOLD*—BUT *SHORT*

Our business is that of creating and producing radio programmes that SELL. One—we can produce top-notch shows, in English, anywhere in Canada or the United States. Two—we understand French-speaking Canada thoroughly, and produce French radio shows for many leading advertisers. May we send you a brochure of radio shows available?

Our address is: Keefer Building,
Montreal, P.Q.

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA

COLUMBIA NETWORK

WKBW
1520 K.C.

BUFFALO'S
50,000
WATT
STATION
DAY and NIGHT

BUFFALO
BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO, NEW YORK

National Representative: FREE & PETERS, INC

This week on KFI

PROUD WE WERE THAT DAY

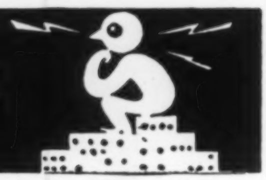
Listeners to the Sunday broadcasts of the NBC Symphony recently heard Arturo Toscanini conduct the world premiere of "Overture to a Fairy Tale" by Mario Castelnuovo-Tedesco. The composer is one of the five distinguished Judges for the "KFI-HOLLYWOOD BOWL-YOUNG ARTISTS COMPETITION" now airing Mondays at 9:30 p.m. He and his colleagues hear the instrumentalists (all under age 25) who are appearing in the concert broadcast series and will select the winner to solo in Hollywood Bowl during the 1946 Season of "Symphonies Under the Stars" with Leopold Stokowski. Serving with Mario Castelnuovo-Tedesco as Judges are: Julian Brodetsky, Eudice Shapiro, Emanuel Bay and Dr. Louis Woodson Curtis.

CHRISTMAS COMES TO HOLLYWOOD

On the day after Thanksgiving, more than half a million Angelenos lined Hollywood Boulevard to witness one of the film city's biggest productions — the opening of Santa Claus Lane. A mile-long parade of floats (carrying NBC stars exclusively) brought throat-tearing cheers from spectators. KFI's entry in this lush event was a swan-like shell built on a 16 ft. flat bed truck, and we overheard a local wit remark that our job carried enough silver lamé to dress every chorus line in America. An immense "KFI" and a glittering line of copy subtly reminded the throng that the celebrities appearing in the spectacular parade are heard over this station.

CLEAR CHANNEL
640 KILOCYCLES
KFI
50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

PROGRAMS



CHOOSING names and phone numbers from list of auto license numbers, "License Quiz" program sponsored on KXOK St. Louis by Milton Oil Co. awards money prize to person correctly answering a question when phoned. Money increases when question is incorrectly answered. Listener need not be tuned in to program. Olian Adv., St. Louis, placed 52 week contract for Mon.-Fri. 6-6:10 p.m. program.

World Roundtable

WORLD-WIDE roundtable discussion by MBS correspondents of "What We Face in 1946" will be aired Jan. 1 9:30-10:30 p.m. on "American Forum of the Air". Theodore Granik, regular Forum moderator, will introduce show which will bring in William Hillman and Albert Warner from Washington, Cedric Foster and Bill Cunningham from Boston, Cecil Brown from New York, Mallory Brown from London, Leslie Nichols and Arthur Gäeth from European continent and Don Bell from Tokyo.

Entertain Veterans

TWO ABC programs and the WJZ New York Victory Troop will present special shows from veterans' hospitals on Christmas day. "Breakfast Club", sponsored by Swift & Co. and Philco Corp., will broadcast from U. S. Naval Hospital at Great Lakes, Ill., and "Glamour Manor", sponsored by Procter & Gamble Co., will broadcast from Birmingham General Hospital in San Fernando Valley, Calif. The WJZ Victory Troop is currently on tour of Army and Navy hospitals in Washington, D. C., area.

WMCA Program

NEW YORK, New Jersey and Connecticut GI's in Berlin and Tokyo will be heard in their own transcribed Christmas celebrations on WMCA New York Christmas day 3:30-4:30 p.m. Titled "Christmas Overseas", program winds up station's annual visit to far corners of the world to deliver Christmas greetings from men overseas to their families in this country.

New on WPAT

FIVE new programs scheduled to begin on WPAT Paterson in January are "Student Jury Trials", "Citizens of Tomorrow", both teen-age programs; "Community Sing of the Year", featuring barber shop quartets; "Columns Write", round table forum of newspaper editors; "Lest We Forget", which will originate from Paterson's Community-Veterans Service Center.

Army Recruiting

PROGRAM urging men to enlist in the army, entitled "We Guard the Peace," started on WNEW New York on Dec. 21, 9-9:30 p.m. Broadcasts are in cooperation with southern New York recruiting and induction district of the Army.

Air Charades

NEW QUIZ SHOW for audience participation has started at CBC studios in Winnipeg and is being aired weekly on CBC Trans-Canada network. "Let's Play Charades" is acted out by the orchestra and with sound-effects. Audience members guess name and receive prizes in war saving stamps. Listening audience sends in charade suggestions. Those used win prizes of war saving certificates.

New MBS Series

NEW FUN-SHOW series titled "Smile Time", featuring Wendell Noble and Steve Allen, starts on Mutual Dec. 31 in quarter-hour Mon.-Fri. 1:30-1:45 p.m. spot. Program is one of network's year-end changes as part of plan to bring improved broadcasting fare to listeners.

Christmas Show

NBC VIDEO station, WNBT New York, presented special Christmas program Dec. 23 titled "Musical Christmas Presents". Program featured classical music, ballet, famous pictures of the Nativity and first complete television production of Prokofieff's "Peter and the Wolf".

Pearson Period

WILLIAM H. WEINTRAUB, New York, advertising agency for Lee Hats, sponsors of Drew Pearson, Sunday, 7-7:15 p.m. on American raised the question that the sponsor had an option with the network for the first available time opening up on Sunday evening. But when Mayor LaGuardia's association with the 9:30 slot was announced the agency questioned the allotment of the time to another sponsor. However, network pointed out that commitment for the time with the Mayor was made prior to option contract on the Drew Pearson show. Lee Hats is still looking for another time period.

G-M on 282

GENERAL MOTORS Corp., Detroit (institutional), Dec. 21 started *This Land of Ours* on 282 Mutual stations, Mon. and Fri. 10-10:15 p.m. Agency is Kudner Agency Inc., New York.

ELLIOTT TRAPPED

WOR Newscaster Liberated By Stout-Footed Friend

MELVIN ELLIOTT, WOR New York newscaster, knew the meaning of real frustration recently when he heard substitutes for himself on his own programs, pinch-hitting because he was locked in his apartment and unable to reach the studios.

Mr. Elliott, whose first broadcast is at 7 a.m. for Mentholatum Co., discovered that he was locked into his 56th Street, New York, apartment at 6:15 a.m. on Dec. 11, when he tried to leave for the station. Repeated attempts to open the door failed. Telephone calls to the building superintendent and locksmith failed. Even a climb up a ladder on the terrace of his top-floor apartment leading to the roof resulted in disappointment when a trap door—also locked—stopped him.

Mr. Elliott phoned the station and a substitute was used on the early broadcast and again at 10 a.m. on the Popular Home Products Inc. broadcast. Mr. Elliott went back to bed in despair, but woke up at 11 a.m. with an idea. He telephoned a friend, Gil Kriegel, announcer of WQXR New York. Mr. Kriegel has strong feet. He arrived at 11:15 a.m. and after two healthy kicks from the outside, the lock gave way and Mr. Elliott emerged, a free and grateful man.

GE VIDEO PRODUCER STRESSES PLANNING

LARRY ALGEO, senior producer at General Electric's television station, WRGB Schenectady, told members of the American Television Society how to build a television show at a luncheon meeting last Wednesday at the 400 Club, New York.

Preparation, he said, was the key to good television production. To get the most out of television, a medium which he said was more flexible than the stage, less flexible than the motion pictures, a producer must carefully plan his show well before the first camera rehearsal.

Television producers, he said, may well look to moviemen for example. Motion pictures, he said, have developed to a high degree the perfection of cutting, lighting and pace, perfection which can be applied also to television.

RCA Raises Wages

RCA VICTOR last week announced a salary increase of 10% for the majority of its workers, and a new minimum wage. Increases, effective Dec. 15, apply to all RCA Victor salaried employes to whom increases could be granted without wage negotiations. The minimum semi-monthly rate for all employes is now $50, and a 10% increase has been granted to all those earning up to and including $378 monthly.

Kellogg Considers

KELLOGG Co., Battle Creek, Mich., is considering new net program for placement, through Kenyon & Eckhardt, New York. Firm is now sponsoring three others series.

Overseas Records

GIs STATIONED overseas will receive Yuletide recording of voices of their families with compliments of WNEW New York. Titled "Living Christmas Cards", discs will be sent to soldiers immediately after being played on Christmas Day on three special programs.

Participations

JUICY GEM ORANGES, New York, has started participation sponsorship of "Dorothy & Dick", weekdays 8:15 a.m. on WOR New York for 13 weeks through Hill Adv., New York.

Want
Sales
... in
IDAHO
?

Then USE
Idaho's Most Powerful Station
KID
5000 WATTS
Mutual
IDAHO FALLS, IDAHO
Joseph Hershey McGillvra Inc.
National Representatives

MESSAGE FROM HOME
WKY Sponsored Program Sends Voices Overseas

CHRISTMAS and New Year's greetings from loved ones at home are being recorded for Oklahoma's servicemen overseas by WKY. Plan is a project of WKY's *Women Commandos* program, sponsored by Oklahoma Natural Gas Co., and directed and produced by Julie Benell. Arrangements have been made with military officials to have the recordings flown to the men overseas.

Families and friends of servicemen are invited weekly to the broadcasts, to luncheon, and then to record their messages. Expenses are paid by Oklahoma Natural Gas Co. As an added feature, Miss Benell will also play recordings from servicemen to their families. The *Women Commandos* program is broadcast 15-minutes Monday-Friday, and will continue on the air as *Women's World* following wartime duties.

REVOCATION ASKED FOR KABC'S PERMIT

PETITION asking the FCC to revoke its construction permit to KABC San Antonio and to prohibit Alamo Broadcasting Co., licensee, from using transmitting and other equipment acquired from CIA, Industrial de Mexico, S. A., former operator of XENT Nuevo Laredo, Mex., was filed last week with the Commission by Norman Baker, former operator of KTNT Muscatine, Iowa, and president of the Mexican firm.

Mr. Baker, who served a term following conviction on charges of using the mails to defraud, asked the FCC to conduct hearings to determine whether the Alamo company acquired its transmitting equipment "in a lawful and proper manner" and whether applicant "disclosed all pertinent facts" to the FCC in its application to operate with 50 kw on 680 kc [BROADCASTING, May 1, 1944; July 17, 1944]; that the hearings be conducted in Nuevo Laredo, Laredo, Tex., San Antonio "or such other places as shall be requisite to the ascertainment of all true and pertinent facts."

The old Federal Radio Commission ordered KTNT off the air some years ago after complaints had been made that Mr. Baker was using his station to promote a "cancer cure". He later was convicted in a Federal court in Arkansas on charge of using the mails to defraud. In his petition to the FCC, the former broadcaster alleged that an employe of XENT sold the equipment to KABC without his knowledge and that of majority stockhilders.

Larus Renews

LARUS & BROTHERS Co., Richmond (Chelsea and Edgeworth tobacco), Jan. 8 renews for 52 weeks "Guy Lombardo & His Royal Canadians" on 167 ABC stations Tues. 9-9:30 p.m. Agency: Warwick & Legler, N. Y.

Response to Sponsored Video Greater Than to 'Sustaining'

SPONSORED television shows are already beginning to win greater audience response than sustaining features, **Fran Harris**, video director for Ruthhauff & Ryan, Chicago, believes.

Miss Harris

Television's ability to give visual dimension to sound offers unlimited opportunities for better exploitation of "hard - to - sell" products, she declares, and cites as an example a broadcast over WBKB, Chicago television station, for Acrobat Shoe Company, which was presented directly to Chicago schools.

"Here the audience was able to see the features pointed out in the announcements, and the ability to give action to the product itself was particularly effective," she said.

Educational Field Open

"A field which should attract many sponsors in the near future is the educational program, which not only can be entertaining, but contribute information and culture.

"The widely accepted concept of ideal education—knowledge which an immature mind absorbs almost unconsciously from close contact with a mature one is being given practical application on many Chicago television shows, particularly those presented by the Chicago Board of Education.

Such programs as *The Battle of the Books, Health Habits, The Air Age, Fire Prevention* and other educational subjects which were presented by the Board of Education all lend themselves to a variety of commercial uses.

"Insurance companies, food and drug accounts have in television a great new field to teach safety, better living, better diet and a multitude of other subjects which need visual as well as oral interpretation," she explained.

Miss Harris said students who view television programs are enthusiastic in their response to this new medium, and pointed out the advantages of educating them as wage-earners of tomorrow to look upon television as a practical medium of advertising.

"A recent series of programs produced as an experiment combined both education and advertising," she continued. "Sponsored by the American Gear Co. basketball team, Chicago's representative in the National Basketball League, the programs are presented in the interest of developing means for creating better young Americans through improved educational channels.

"All of the Chicago public schools cooperate in the challenging adventure. The weekly telecasts are prepared by different schools, with teachers and students participating. The Admiral Radio Corp. has also recognized the value of television to introduce an item with a wide price range.

At Own Expense

"Heretofore most commercial AM stations have presented public service programs at their own expense. This particular type of program has an even greater advantage for commercial sponsorship in television," Miss Harris said.

She described a recent broadcast of a demonstration of the Sister Kenny method for treating infantile paralysis, *And They Shall Walk* as a type of educational program that attains its greatest effectiveness through television.

"We at Ruthrauff & Ryan feel that the opportunities for expanding markets as well as educating great numbers of people through television are unlimited," said Miss Harris. "The time is not too far off when commercial sponsorship will make possible programs which cannot be produced on the limited budgets of the television stations themselves."

The C.E.D. was "on the nose"

The Committee for Economic Development said that post-war employment in the South Bend area would be 122%—as compared with 1940.

As this city swings into its mighty job of turning out peace-time products—to fill its tremendous backlogs of orders — it's easy to see that the C.E.D. was correct! Employment is already hitting the level predicted, and going *UP*.

The "Hooperating" of WSBT is figure magic, too! It simply fascinates *us*—so much that we'd like *everyone* to see it. Shall we mail you a copy?

COLUMBIA NETWORK

WSBT
SOUTH BEND

960 KC
1000 WATTS

Paul H. Raymer Co., National Representatives

Mackay Proposes Press Messages at Low Cost

A COMMUNICATIONS service to supply U. S. news to the rest of the world at the lowest costs in communications history will be begun by Mackay Radio and Telegraph Co., if FCC approval is obtained. Mackay filed application with the FCC last week to establish rates of approximately one-third cent per word on the new service.

From Mackay's high-power transmitters in New York and San Francisco the company proposes to blanket the world with U. S. news for simultaneous reception at authorized press receiving points. Booster stations in Europe and Pacific areas would insure adequate radio reception of American news in remote countries at all times.

$1,000,000 Pen Plan

REYNOLDS INTERNATIONAL Pen Co., New York (two year pen), plans to allocate $1,000,000 for promotion in 1946 according to Chicago office of Maxon Inc., agency appointed to handle account.

KOOS Renovates

STUDIOS and executive offices of KOOS Coos Bay, Ore., located in the Hall Bldg., are undergoing complete renovation under direction of Hal Shade, manager. In addition to revamping of studios and office space, plans call for enlarged and new program department. New technical equipment is included.

Serving

The Third Largest Market

in the

Fourth Richest State

•

W C O L

COLUMBUS

The Listening Habit of Central Ohio

•

Represented by

THE HEADLEY-REED CO.

NETS FEATURE HOLIDAY PROGRAMS

Spirit of Thankfulness Marks First Peace Observance of Christmas

FIRST peacetime Christmas in five years will be observed by networks and local stations by a dominant mood of joy and thanksgiving, although program schedules will not differ in any marked degree from wartime observance.

Spokesmen for networks and local New York stations report that a definite increase in musical programs and domestic pickups this year denotes the only difference in radio's peacetime observance of the holiday.

In contrast to famous choral groups featured on special programs, Prudential Insurance Co., sponsor of *The Family Hour* on CBS, presented a 100-voice chorus of its employes in special Christmas music broadcast on Dec. 23, and WHN New York featured 500 orphan children in a community sing Dec. 22 from the Hotel Edison, New York. Two children's holiday parties were broadcast on ABC on Dec. 21 and 22, from Hollywood and Washington, D. C. The Washington program, International Children's Christmas Party, is an annual event.

Dramatizations of the Nativity and Christmas portraits will be featured on all networks and stations. Dickens' Scrooge will be portrayed by artists varying from Lionel Barrymore's famous characterization on the CBS Noxema Chemical Co. *Mayor of the Town* (Dec. 23) to the American Negro Theatre players' presentation of Scrooge on WNEW New York (Dec. 23).

Onetime commercial programs on Christmas day will include Elgin National Watch Co.'s annual two-hour variety program on CBS, titled *Two Hours of Stars*, featuring top-flight radio and motion picture artists; Ronson Art Metal Works' half-hour music and dramatic program, *Christmas Musicade* on CBS, first in a series of annual broadcasts, and a special one-hour program of Christmas music on NBC 4-5 p.m., sponsored by Cummer Co. and Charles H. Phillips Chemical Co., in place of daytime serials usually heard at that time.

Church services of all denominations will be broadcast, including special masses and choirs, and the annual Mutual broadcast of Pontifical High Mass from St. Patrick's Cathedral, New York, on Christmas Eve.

Mutual inaugurated a new program idea Dec. 18 with a two-way choral and greetings exchange between members of the U. S. Congress and the British Parliament.

Military Pickups

GI pickups from overseas still hold a prominent place in network programs this year, with broadcasts emphasizing the GIs' manner of celebrating the holiday as members of the Army of Occupation. On Dec. 22, NBC featured a pickup from a returning troop ship.

ABC has pickups planned from Paris, Berlin, Munich, and Switzerland; Mutual is presenting a special broadcast from Tokyo Dec. 24 with members of the 9th Division participating in a dramatization of the Nativity story for their families at home, and including messages for the hope of peace by Generals Eisenhower, MacArthur and McNarney, and Admiral Nimitz.

Mutual on Christmas will have man-on-the-street interviews with policemen, telephone operators, bus drivers, and others engaged in work that keeps them on the job on the holiday. Another Mutual idea was the presentation of six leading New York department store Santas as guest contestants on Helbros Watch Co.'s *Quick as a Flash* program Dec. 23.

Standard Oil Co. (New Jersey) will sponsor an hour broadcast on Mutual Christmas day with a 70,000-mile radio and shortwave hookup between America and seven overseas points, designed to bring an exchange of greetings between members of the armed forces and their families in this country.

The speech of President Truman Dec. 24, 5-5:30 p.m., when he lights the national Christmas tree on the White House grounds, and that of King George VI to the British Empire on Christmas day will be broadcast to the world.

Pigeon's Progress

SOMETHING NEW — or something old—in communications strolled casually into BROADCASTING's Washington office last Tuesday. It was a Western Union boy with a disinterested pigeon perched on his shoulder. As it was a carrier pigeon, we asked if the bird was carrying the message or the messenger. The explanation was simple, if not enlightening, "He was walking up F Street, and so was I, so he got on my shoulder." The pigeon had no comment.

Gen. Collins Appointed Army Information Head

LT. GEN. J. LAWTON COLLINS last week was appointed to succeed Maj. Gen. Alexander D. Surles as director of information for the War Dept. Gen. Surles, who has been director since August 1941, has been assigned to special duty with the office of the Chief of Staff.

Gen. Collins has served as Chief of Staff of Army Ground Forces since late August, after his return from ETO where he was commander of the 77th Corps throughout the invasion and the drive across the Continent. He holds the Distinguished Service Medal with two Oak Leaf Clusters, Silver Star with Oak Leaf Cluster, Legion of Merit, Bronze Star, and English, French and Russian decoration.

Opinion Poll

THE U. S. is overwhelmingly opposed to military training according to analysis of unsolicited letter received by "America's Town Meeting" following recent broadcast on this subject. George V. Denny Jr., moderator, reported that 89% opposed military training. Mail included letter from high school and college students.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

—•—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

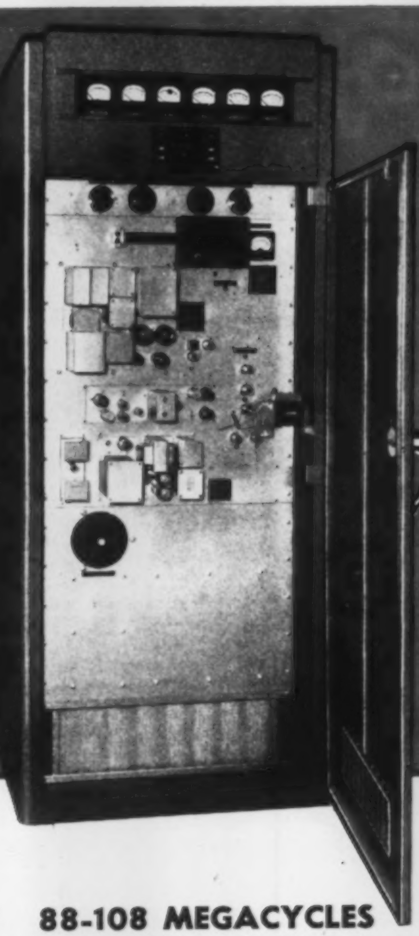
CHNS DOES—Try It.

See!

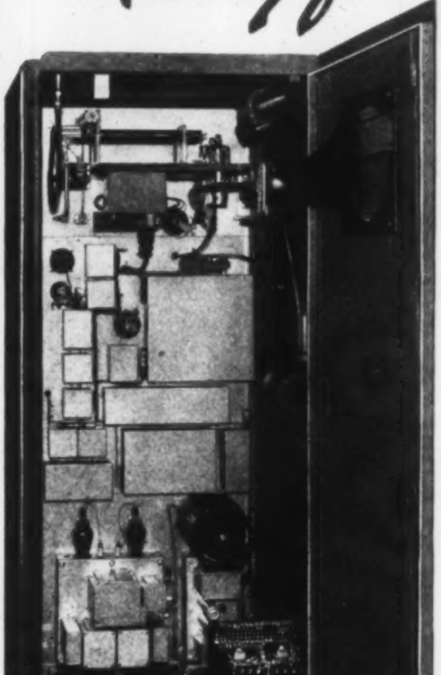
The New TEMCO

High Fidelity

FM BROADCAST TRANSMITTER



*Ready for delivery**



MODEL 250 BCF 88-108 MEGACYCLES

TEMCO proudly presents this outstanding achievement in FM engineering—the result of 10 years of pioneering in custom-built, superlative communication equipment.

HIGHLIGHTS OF THE TEMCO 250 BCF

- Normal rated output power 250 watts. Maximum rated output power 375 watts.
- Continuous monitoring of the carrier frequency by a center frequency deviation meter calibrated directly in cycles.
- An exciter unit — heart of the transmitter—characterized by tuning simplicity accomplished by employing only 4 stages to raise the primary oscillator frequency to the carrier frequency.
- A new circuit of technically advanced concept which maintains a high degree of center frequency stabilization without introduction of distortion.
- Peak efficiency and great dependability are obtained by the use of new miniature V-H-F tubes in the exciter.
- Improved design in the IPA and PA stages eliminating tank radiation, feedback, radio frequency and high voltage potentials from the tank circuits and transmitter frame.

*A limited quantity of the TEMCO Model 250 BCF will be available for January delivery. Orders will be filled in rotation as received. ACT NOW. Place your order at once.

NOW ON DISPLAY FOR YOUR INSPECTION.
Phone or wire for an appointment.

TEMCO

RADIO COMMUNICATION EQUIPMENT

TRANSMITTER EQUIPMENT MFG. CO., INC.

345 Hudson Street, New York 14, N. Y.

SPONSORS

LOMA LINDA FOOD Co., Arlington, Cal. (Ruskets breakfast food), Jan. 7 starts sponsoring "Burritt Wheeler—Commentary", three times per week on 10 CBS Pacific stations. Packaged by Fletcher Wiley Productions, quarter-hour series is also sponsored twice-weekly by Wilco Co., Los Angeles (Bif insecticide, Clearex glass), on same station list. Contracts are for 52 weeks. Elwood J. Robinson Adv., Los Angeles. services both accounts.

PARAMOUNT PICTURES Inc., Hollywood, Dec. 24 starts sponsoring schedule of 10 spot announcements weekly on KMPC Hollywood. Contract is for 52 weeks. Buchanan & Co., Los Angeles, has account.

GRACE BROS., Santa Rosa, Cal. (G. B. beer), Dec. 30 starts for 52 weeks sponsoring weekly quarter-hour chatter program featuring Herb Caen, San Francisco Chronicle columnist, on KPO San Francisco. Other West Coast radio is planned. Agency is Garfield & Guild, San Francisco.

B. F. TRAPPEY'S SONS, New York (dehydrated sliced sweet potatoes), Feb. 5 starts sponsoring twice-weekly half-hour program on KHJ Hollywood. Contract is for 26 weeks. Samuel C. Croot Co., New York, has account.

FREDERIC W. ZIV Co., Cincinnati, has acquired eight new local sponsors for transcribed quarter-hour series "Sincerely Kenny Baker."

EMERSON DRUG Co., Baltimore, sponsor of "Vox Pop" on CBS for Bromo Seltzer, will drop program May 1. Agency for Emerson Drug is McCann-Erickson, New York.

FRANKLIN RESEARCH Co., Philadelphia (waxes, polishes), has named Goldman & Gross, Chicago, to handle account of consumer package division.

SUNSET OIL Co., Los Angeles (petroleum products), in addition to "Raymond Swing—Commentator" on KECA Hollywood and KFMB San Diego, Dec. 13 started using 30 spot announcements weekly on KJBS San Francisco and KROW Oakland. Firm on Jan. 7 starts sponsoring Raymond Swing five times weekly on KEX Portland. Agency is Hillman-Shane-Breyer, Los Angeles.

SEARS ROEBUCK & Co., Los Angeles (institutional), Dec. 25 starts for 30 days or more using spot announcement schedule on KECA KHJ KNX KFI KFWB and will add other stations to list. Agency is The Mayers Co., Los Angeles.

LOS ANGELES FEDERAL SAVINGS & LOAN ASSN., Los Angeles, in a 10 day campaign during re-investment period, on Dec. 27 starts varied spot announcement schedule on KFAC KHJ KFOX KFVD. Agency is Darwin H. Clark Adv., Los Angeles.

STEVE EDWARDS, former publicity director of Republic Pictures Corp., New York, has been appointed director of advertising and publicity.

FLORENTINE GARDENS, Los Angeles (night club), on Dec. 19 started sponsoring five-weekly quarter-hour remote broadcast of Carlos Molina and orchestra from restaurant on KECA Hollywood. Contract is for 13 weeks. Agency is Ted Factor Adv., Hollywood.

LEKTROLITE Corp., New York (cigarette lighters), Dec. 8 started "John Harrington—Sports" on WBBM Chicago, Saturday 5:15-5:30 p.m. (CST). Agency is Hirshon-Garfield, New York.

WILSON SPORTING GOODS Co., Chicago, sponsored on American football game between Washington Redskins and Cleveland Rams played at Cleveland Dec. 16. Agency is U. S. Advertising Corp., Chicago.

ARMY RECRUITING SERVICE, New York, Dec. 29 will sponsor on Mutual annual Blue-Gray football game at Cramton Bowl, Montgomery, Ala. Play-by-play description will be broadcast by Russ Hodges and Tom Slater. Agency is N. W. Ayer & Son, New York.

VAN RAALTE Co., New York, sponsor of "Breakfast with Dorothy and Dick" and "Brunch with Dorothy and Dick" on WOR New York, has announced 102 winners of nylons in contest conducted on programs to find name for new Van Raalte nylons. Agency is Amos Parrish & Co., New York.

this is
WDOD
20th YEAR

ACCORDING TO EVERY HOOPER the *outstanding* CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga

•

CBS

•

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

SEARS ROEBUCK Co., Olean, N. Y., Dec. 12 started sponsorship for 52 weeks of Martin Agronsky, American co-operative show, Wed.-Thurs.-Fri. 8-8:15 a.m. on WHDL Olean. Local stores of Sears also sponsor show on WOLS Florence, S. C., and WGCM Gulfport, Miss.

LABICHE CLOTHING Store, New Orleans, is sponsoring quarter-hour transcribed "Easy Aces" series five-weekly on WWL New Orleans. Agency is Mel Washburn Adv.

AGNEW-SURPASS SHOE STORES, Brantford, Ont. (chain), has appointed Ronalds Adv., Toronto, to handle account.

REO MOTOR Co. of Canada, Toronto, has appointed McKim Adv., Toronto, as agency.

KELLOGG Co. of Canada, London, Ont. (cereals), has appointed **A. M. SUMMERS** as advertising and promotion manager. Summers was formerly with Sterling Products, Windsor, Ont.

HOME OIL DISTRIBUTORS, Vancouver (gasoline and oil), has started hockey broadcasts on CKMO Vancouver. Account placed by MacLaren Adv., Vancouver.

IMPERIAL TOBACCO Co., Montreal, has started six daily announcements five days weekly on a number of Canadian stations. Agency is Whitehall Broadcasting, Montreal.

DAWES BLACK HORSE BREWERY, Montreal, has started "Singin' Sam" six days weekly on CJAD Montreal. Agency is Stevenson & Scott, Montreal.

N. W. HOPKINS, director of public relations for Continental Motors Corp. since 1942, has been appointed advertising director of the company. He formerly had been with Campbell-Ewald Co.

PRC PICTURES Inc., New York, has appointed Buchanan & Co., New York, to handle advertising campaign. Company uses spot announcements throughout country.

JOSEPH A. DANILEK, former manager of Tussy Cosmetiques, comptroller and general manager of Elizabeth Arden, and comptroller of Helena Rubenstein Inc., has been appointed sales manager of Affiliated Products, New York, cosmetic division of American Home Products.

JACK SHAW, AAF veteran with 44 months' service who has handled sportscasts of Portland and San Francisco football games this season for Associated division of Tide Water Associated Oil Co., has been appointed director of publicity for Tide Water Associated Oil. He will work with **HAROLD R. DEAL**, manager of advertising and sales promotion.

NETWORK ACCOUNTS

Renewal Accounts

J. B. WILLIAMS Co., Glastonbury, Conn. (Williams shaving cream), Jan. 6 renews for 52 weeks "William L. Shirer and the News" on full CBS network. Sun. 5:45-6 p.m. Agency: J. Walter Thompson Co., N. Y.

EVERSHARP Inc., Chicago (pens, pencils), Jan. 2 renews for 52 weeks "Maisie" on full CBS network, Wed. 9:30-10 p.m. Agency: Biow Co., N. Y.

JOHNS-MANVILLE Corp., New York (insulating products), Dec. 24 renews for 52 weeks "Bill Henry and the News" on 62 CBS stations, Mon.-Fri. 8:55-9 p.m. Agency: J. Walter Thompson Co., N. Y.

STERLING DRUG Inc., New York (Ironized Yeast), Jan. 1 renews for 52 weeks "Big Town" on full CBS network, Tues. 8-8:30 p.m. Agency: Pedlar & Ryan, N. Y.

KELLOGG Co., Battle Creek (breakfast food), Dec. 31 renews for 52 weeks "Breakfast in Hollywood" on ABC, Mon.-Fri. 11:15-11:30 a.m. Agency: Kenyon & Eckhardt, N. Y.

SEALTEST Inc., New York (milk, ice cream), Jan. 3 renews for 52 weeks "Jack Haley Show" on NBC stations Thurs. 9:30-10 p.m. (EST). Agency: McKee & Albright, Philadelphia.

LEVER BROS., Cambridge, Mass. (Lifebuoy soap), Jan. 3 renews for 52 weeks "Bob Burns Show", 7:30-8 p.m. (EST), with West Coast repeat 6:30-7 p.m. (PST). Agency: Ruthrauff & Ryan, N. Y.

COLGATE-PALMOLIVE-PEET Co., Toronto (Palmolive soap, Colgate toothpaste, Halo shampoo), renews on Jan. 1 "Les Joyeux Troubadours" on 5 CBC French network stations Mon.-Fri. 11:30 a.m.-12 noon; for Cashmere Bouquet products firm renews on Jan. 1 "La Mine d'Or" on 4 CBC French network stations Tues. 8:30-9 p.m. Agency: Spitzer & Mills, Toronto.

CARNATION Co., Toronto (Carnation Milk), renews on Jan. 7 for year "Contented Hour" on 29 CBC Dominion network stations Mon. 10-10:30 p.m.; and on Jan. 1 renews for one year "Le Quart d'Heure de Detente" on 7 CBC French network stations Tues. and Thurs. 10:45-11 a.m. Agency: Baker Adv., Toronto.

KRAFT CHEESE Co., Toronto, Jan. 1 renews to July 18 "Kraft Music Hall" on 27 CBC Trans-Canada network stations Thurs. 9-9:30 p.m. Agency: J. Walter Thompson Co., Toronto.

LEVER BROS., Toronto (Lux), Dec. 31 renews for one year "Lux Radio Theatre" on 25 CBC Trans-Canada network stations Mon. 9-10 p.m. Agency: J. Walter Thompson Co., Toronto.

CAMPBELL SOUP Co. Ltd., New Toronto, Jan. 1 renews for one year "Jeunesse Doree" on 3 CBC French network stations Mon.-Fri. 12-12:15 p.m. Agency: Cockfield Brown & Co., Toronto.

LEVER BROS., Toronto (Sunlight soap), Jan. 1 renews "Tante Lucy" on 5 CBC French network stations Mon.-Fri. 1:30-1:45 p.m. Agency: J. Walter Thompson Co., Toronto.

LEVER BROS., Cambridge, Mass. (Rinso), Jan. 1 renews for 52 weeks "Amos 'n' Andy" on NBC stations Tues. 9-9:30 p.m. (EST). Agency: Ruthrauff & Ryan, N. Y.

NATIONAL BISCUIT Co., New York, Feb. 18 renews for 52 weeks "Rex Miller—News", on 39 Don Lee Pacific stations Mon.-Fri. 4:15-4:30 p.m. (PST). Agency: Botsford, Constantine & Gardner, San Francisco.

PUREX Co., Los Angeles, Dec. 16 renewed for 52 weeks "Rex Miller—News", on 39 Don Lee Pacific stations Sun. 9:15-9:30 p.m. (PST). Agency: Foote, Cone & Belding, Los Angeles.

CANADIAN MARCONI Co., Montreal (receivers, tubes), Jan. 6 renews "Stardust Serenade" on 37 CBC Trans-Canada and French network stations Sun. 7:30-8 p.m. Agency: Cockfield Brown & Co., Montreal.

Net Change

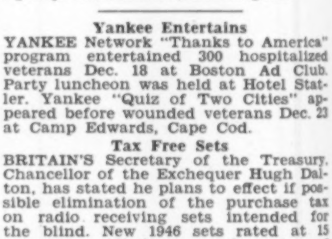
BEKIN'S VAN & STORAGE Co., Los Angeles, Jan. 6 expands "Remember Hour" on 6 ABC Cal. stations to 10 ABC Pacific stations and shifts from Sun. 11:30-12 noon (PST) to Sun. 4:30-5 p.m. Agency: Brooks Adv., Los Angeles.

Yankee Entertains

YANKEE Network "Thanks to America" program entertained 300 hospitalized veterans Dec. 18 at Boston Ad Club. Party luncheon was held at Hotel Statler. Yankee "Quiz of Two Cities" appeared before wounded veterans Dec. 23 at Camp Edwards, Cape Cod.

Tax Free Sets

BRITAIN'S Secretary of the Treasury, Chancellor of the Exchequer Hugh Dalton, has stated he plans to effect if possible elimination of the purchase tax on radio receiving sets intended for the blind. New 1946 sets rated at 15 pounds or $60 have purchase tax of about $14.



Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

ROBERT HAYDON JONES, partner and administrative head, Alley & Richards Co. Boston office, was honor guest at agency's party in Ritz-Carlton Hotel, Boston. Guests included (l to r): Mr. Jones; A. N. Armstrong Jr., WCOP Boston general manager; George Steffy, vice president, Yankee Network; Roy H. Marks, WEEI Boston local sales manager; Marjorie Carter, NBC Spot Sales; M. L. Tyler, *New York Herald-Tribune* and WOR New York; Elmer Kettel, NBC Spot Sales.

Are U. S. Advertisers Ready For 10,000,000 Customers?

By LEO M. FREMONT

MORE THAN 10,000,000 servicemen and servicewomen are returning to the ranks of the nation's consumers. These people have been away from advertising, sales messages and radio commercials from one to five years. Few advertisers may recognize the fact that their advertising can be doubly potent if it falls in line with the thoughts and desires of these 10,000,000 new consumers.

When the soldier gets his discharge he's a "free" man. No soldier will ever want to be "talked down" to. He won't want his thinking created for him; he'll want to do his own planning. Our commercials in radio must recognize the maturity which men have gained while in the Army.

Be aware of the fact that "instinctive desires" in the average veteran have not changed. He still wants a home, a wife and a family—he wants a steady job, a car in the garage and as many of the comforts of life as he can obtain. But he has been away from these things for so long; he has been under duress and strain; his emotions have run the gamut so often, that his response to "certain appeals" clearly points to the fact that these appeals will have to be changed because he himself has changed.

The change will be temporary for most; it may extend years for the man who has been wounded, or who has become emotionally unstable.

Generally speaking, habits of the average returning veteran are pretty much the same. However, there are some interesting exceptions, as related to advertising.

In 1942 and 1943 there was a flood of the so-called "less popular" brands of cigarettes coming to the men overseas. Today, the dislike for these brands is almost universal. There is a strong possibility that this dislike will carry over into civilian buying habits. But smart advertising copy should be able to cash in on the fact that these so-called "less popular" brands were there first when they counted most, without actually saying so.

That "Meat Product"

Then there is the case of a well-known meat product, which has become the soldier's word for all similar meat products. It would be an unwise assumption on the part of the packer to trade on the use of its product during the war by the Army.

The soldier has gone without so much, so often—that his sense of preferring the "better" things, the things that give him more for his time, effort and money, will become a part of him. When these individuals start working for a regular salary again, they may become budget-conscious — not budgeting for necessities, but budgeting so they can have more luxuries—comforts he's been looking forward to.

More than ever he wants truth in advertising. He will demand everything be served up to him on an impartial platter. He is prejudiced against inferior products he has seen and used in Europe, bad plumbing, typewriters inferior to ours. The veteran has found that American-made products are superior in every way.

When he starts out to buy he'll be looking for products, accessories, etc., that were on the market when he left home. But they won't all be there. Advertising should step in now and teach the veteran that the new things developed by industry and manufacturers during the war years are actually better. He will be definitely unfamiliar with the new products that research has developed; he won't know that the substitutes now give him more for his money.

Gadget Conscious

The Army, with its hundreds of new time-saving gadgets, has made the veteran gadget-conscious. The walkie-talkie, wire and film recorders—many new ideas and new ways of doing things have been developed in the automotive field, the shoe industry—these "new" things must be pointed up and explained to him. He'll be looking for the shorter, more economical way.

It's no secret that 86% of the money paid to soldiers in the European theater of operations is sent back home, in the form of War Bonds, allotments and insurance. The veteran has definitely become savings-conscious. There is a tremendous opportunity here for banks and savings institutions and insurance companies.

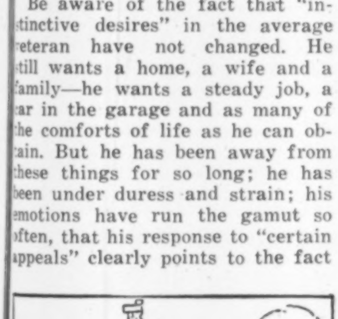
Without exception, when it comes to food and drink, the one thing the American soldier has missed most overseas is milk. The Army has provided ice cream of a sort overseas in recent months, but it's nothing to compare with the rich American-made product. All dairy products are on the veteran's list of things he wants. Good advertising will pay off for the smart dairyman.

The shedding of the uniform, be it Army, Navy, Marine, Coast Guard or Merchant sailor, will be a great day in the lives of millions of veterans. Men will be heading for new suits, new shoes, white shirts and colorful neckties. Servicewomen will be spending millions of dollars refurnishing their wardrobes. It all points to more sales for stores of this type—and the cream of those sales will fall to the advertiser who slants his copy in the right direction.

The emphasis cannot be placed

(*Continued on page 82*)

LEO FREMONT joined the Army in March 1942, when he left his job as publicity and promotion director for the Arrowhead Network, Duluth (WEBC WMFG WHLB WEAU). At 22 he was probably one of the youngest regional network promotion managers in the country. His last Army duty before release last month was directing program department's "commercial" section of the Paris office of American Forces Network, promoting GI spot campaigns.



"He shouldn't have cancelled his broadcast over WFDF Flint."

winged words

The further they fly, the feebler they become . . . fifty miles may make them strangers . . . close to home they're robust and welcome. Radio has its local loyalties, too. People in Canton, Ohio listen more to WHBC . . . this area's clearest signal . . . a strong, friendly voice for your sales story. WHBC can help you tap this 286 million dollar market . . . 59th in U. S. metropolitan tabulations. Come in . . . WHBC, Canton calling . . . come in AND SELL! Represented nationally by BURN-SMITH CO., Inc.

1000 WATTS FULL TIME

CANTON • OHIO

whbc

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

BASIC STATION MUTUAL NETWORK

BALTIMORE'S
Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER
President
GEORGE H. ROEDER
General Manager
FREE & PETERS, Inc.
Exclusive National Representatives

$650,000,000
In Annual Retail Sales
. . . within WLAW's .5 mv/m contour! The BUYING HABITS of 1,902,591 residents of Industrial New England develop through their LISTENING HABITS—and Station WLAW, serving this lucrative market, is their guide to richer living.
WLAW
LAWRENCE, MASS.
5000 WATTS 680 KC.
Basic Station American Broadcasting Co.
NATIONAL REPRESENTATIVES
WEED & CO.

Vital Cavity Magnetron Tube's History Described by Raytheon

DEVELOPMENT of the cavity magnetron tube from a laboratory freak to the mass-produced heart of modern radar was described last week as war-time wraps were lifted from this hitherto "top secret" enterprise.

The agency principally responsible for engineering the mass-production technique by which these vital tubes were supplied at a pace with production of less troublesome radar parts was Raytheon Manufacturing Co., Waltham, Mass. Last week Raytheon told the story.

Early radar sets suffered a chronic weakness: the best tubes then known were of insufficient strength to produce the high frequencies which scientists knew were needed to operate the sets with practical efficiency. What they wanted were tubes capable of generating and detecting radio energy at frequencies of 3,000 million cycles. In 1940 British scientists at England's U. of Birmingham were bidden by the British Admiralty to devise such a tube. Before year's end they had succeeded; the cavity magnetron was at last a fact. Next problem was how to build it in quantity.

That was the problem which beset researchers of Raytheon whom the company had meanwhile assigned to work with the radiation laboratory at Massachusetts Institute of Technology. By fall of 1941 Raytheon was making 17 magnetrons per week and that quantity only by day and night production. Seventeen per week were not enough by thousands. In December 1941, the U. S. Navy allocated funds to Raytheon for a plant designed to produce 100 tubes per day. In May 1942 the company began operations at the plant.

From the bright new factory 100 tubes emerged each day, each tube representing 100 man-hours of precision machine work, additional hours of individual processing and testing. It became plain that unless manufacturing techniques improved remarkably, magnetron would become the tiny, but unbreakable bottleneck in the entire radar program.

It was Percy L. Spencer, then Raytheon's director of research, who developed a mass production system which eliminated precision tool work and almost overnight expanded plant capacity from 100 to more than 1,000 daily. The new process was called lamination.

Machines now stamped the configurations out of thin sheets of copper, then stacked and brazed the stampings to form a solid mass. The process of making the magnetron body had become automatic. Assembly lines were installed so that two operators now did the work that 15 had done. Automatic processes improved not only quantity, but quality of the product. By war's end more than half the magnetrons produced in the world had come from Raytheon's assembly lines.

Meanwhile, new developments in radar called for variations in the tubes. More than 50 types of magnetrons are in use now. They range from the smallest, weighing one and a half pounds and delivering 2,500 peak w at 2,500 volts, to the biggest, weighing 14 pounds and capable of delivering 1,500,000 w at 30,000 volts.

War-time uses of microwaves are being applied to peace-time detection and direction applications. And Raytheon predicts that the magnetron and other microwave types offer possibilities for useful devices undreamed-of so far.

NEW PROGRAM USES RECORDER PICKUPS

NEW TYPE of documentary news program, *Hot Off the Wire*, utilizing the war-born wire recorder, started Dec. 16, 10:45-11 p.m. CST, on WBBM Chicago.

Prepared by WBBM special events department the show was tested Dec. 8, using six separate wire-recorded pickups. Program featured interviews with a 105-year-old former slave; member of Dutch underground; Dutch Minister to U. S.; Santa Claus; Secretary of Agriculture Clinton Anderson; a nylon salesgirl, and Pauline Carbone, center of stormy British-American love mixup. The recorded interviews consumed nearly nine minutes of program.

Jim Hurlbut, special events chief and writer of the show, said members of the station's news and special events staff will cover all outstanding news events in Chicago for program material.

Raising a Calf

HAL DAVIS, radio publicity director of Kenyon & Eckhardt, is mailing daily postcards to radio editors reporting on the progress of Allen La Fever in lifting Phoebe the calf. Based on the old saw, "If you lift a calf every day you will be able to lift a cow," the 17-year-old farm boy lifts Phoebe every day, on Saturdays doing the lifting before the studio audience at CBS broacast of *County Fair* sponsored by Borden Co., whose agency is K. & E. Stunt is in its third month and as of last week Allen, who weighs 150 pounds, was still getting Phoebe off the ground despite her increased poundage from 75 to 163.

SOLLY ANNIVERSARY

KJR Garden Expert Nears 7,048th Broadcast

CECIL SOLLY, British-born garden expert, who conducts *Solly on the Air* five nights weekly on KJR Seattle, on Dec. 31 reaches his 7,048th sponsored broadcast in 16 years of broadcasting.

The job keeps him busy off the air as well as on, and he cites figures to prove it: 22,233 requests received for garden booklets offered on his broadcasts; 16,089 letters received from listeners and personally read; 15,290 telephone calls for garden information personally answered; 156 garden lectures delivered throughout the Northwest.

Born in 1896, Mr. Solly worked with Carter's, largest seed house in England, before World War I. After three years in military service, including 11 months in the American Expeditionary Forces, he returned to Carter's, then came to the U. S. in 1924. He worked with Henderson Seed Co. in New York until 1929, when he went to Seattle and opened his garden program. Each successive sponsor has kept the show for more than two years. It is currently heard at 9:45 p.m. Monday through Friday.

Contempt Hearing

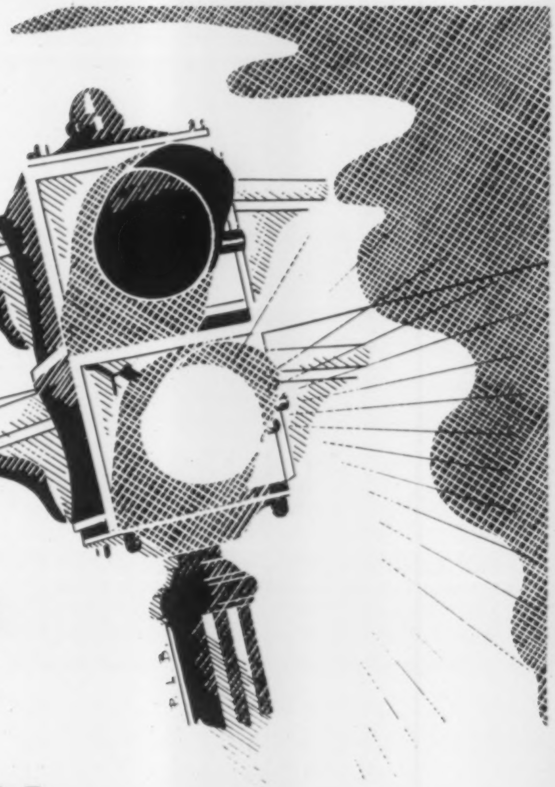
JUSTICE PIERRE F. CASGRAIN, presiding in Superior Court in Montreal, reserved judgment following the hearing of a motion to fine President James C. Petrillo and the AFM for contempt of court for alleged violation of an interim injunction by placing the Tic Toc Cafe, Montreal, on the "unfair list" for musicians. Counsel for Tic Toc Cafe, which instituted the contempt proceedings [BROADCASTING, Nov. 26], also asked that Montreal Guild of Musicians, affiliated with AFM, be fined for contempt. Defense counsel contended the Guild had not violated the interim injunction, that Mr. Petrillo and the AFM had not been summoned to appear before the court and, in any event, were beyond the court's jurisdiction.

Racket in Augusta

WHILE GOING from house to house collecting funds which she claimed to be under the auspices of WGAC Augusta, a young woman was arrested last week for obtaining money under false pretenses. The 21-year-old woman told housewives she was collecting funds for the station to give to an Augusta widow "in urgent need of money." One housewife became suspicious and called J. B. Fuqua, station manager, who sent police to the block in which the woman was operating her racket. She has been released under bond.

REGULAR broadcast of "America's Town Meeting" on American on Dec. 27 will be telecast on WRGB Schenectady, General Electric video station, where program will originate that night.

It's the GO SIGN



FOR YOUR BUSINESS IN AUSTIN . . .

with KNOW for Sales Results

With reconversion and labor problems becoming important factors in your business expansion plans, it will be well worthwhile to look to progressive Austin, where post-war business already has the green light all the way.

The Committee for Economic Development report on war production centers, dated October 6th, indicates that Austin has reconversion well under way, with little or no major unemployment problems, and labor trouble at a minimum. The state capitol and diversified industries bring the average per-family income in Austin well above that of the rest of the United States. This means your business will find a thriving market here.

To sell this market, KNOW has the "Know How." Hooperatings for KNOW—the oldest, best established station—show it leading Austin's other station by a wide margin at every period, day or night.

In your future expansion plans, go forward—with Austin and KNOW.

RADIO STATION KNOW

We will be glad to send you complete information on the Austin Market and our brochure, "The Austin, Texas Area," at your request.

AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

WEED & CO., *Representatives*

New York . . . Boston . . . Chicago . . . Detroit . . . Hollywood . . . San Francisco

Hope, McGee, Skelton Lead Hooper Ratings

BOB HOPE, with a rating of 34.0; *Fibber McGee & Molly*, with 28.3, and Red Skelton, with 24.8, are the top three programs as far as audience goes, according to the Dec. 15 report of C. E. Hooper Inc. on network evening commercials. Skelton rating, computed as it is broadcast too late for a telephone check in the East, is in the nature of a welcome home from military service and may not indicate the standing of his program a few months hence.

Average evening audience rating was 10.1, a gain of 0.7 from the Nov. 30 report, a gain of 0.3 from Dec. 15, 1944. Average evening sets-in-use was 31.9, up 2.2 from the last report, up 1.4 from a year ago. Average available audience was 80.1, up 0.9 from the last report, up 1.0 from a year ago.

First ABS program to receive a Hooper rating was Adam Hats *Fight of the Week*, which rated 2.2.

After Hope, Fibber and Skelton, top rating programs were: *Charlie McCarthy*, 24.7; Jack Benny, 24.4; *Screen Guild Players*, 24.2; *Radio Theatre*, 22.8; Walter Winchell, 22.0; *Mr. District Attorney*, 21.8; Fred Allen, 21.5; Eddie Cantor, 19.9; *Take It or Leave It*, 19.0; *Truth or Consequences*, 18.7; Abbott and Costello, 18.5; *Amos 'n' Andy*, 18.4.

Seasons Greetings

From the only station that can give you complete coverage of the HUDSON CIRCLE

50,000 watts — 23 years of service

WGY SCHENECTADY, N. Y.

Represented nationally by NBC Spot Sales

GENERAL ELECTRIC
WGY-261

Spindle Eye, 10 kw Radio Ship, Serves Army as Roving Communications Center

"SPINDLE EYE", 10 kw radio ship, is performing yeoman service as the Army's roving radio communications center off the Japanese Islands and the China Coast.

Just returned from a test trip on the *Spindle Eye*, Lt. Col. Jack Harris, radio public relations chief for Gen. MacArthur, told BROADCASTING last week of the success of the ship, whose signal has been receiving from three plus to four plus ratings. "On one of our tests from Korea," Col. Harris said, "RCA in San Francisco said the signal was good enough for a five plus rating." Five is studio quality.

The ship was planned originally as the master control for coverage of the invasion of Japan, replacing the *Apache* as the Army's communications ship.

Operated under MacArthur's GHQ Public Relations and serviced by a Signal Corps detachment under Capt. Phillip Finney, the *Spindle Eye*, while in Tokyo Harbor picks up the signal from Radio Tokyo and beams it back to the States. First Lt. Sheldon Weaver, of WSM Nashville, is chief engineer.

Tests were made along the Central and South China Coast and off Korea, sections that are potential news spots, and which are not equipped with other radio or press facilities. At present, the ship is at Hokaido covering Christmas activities of occupation troops there.

The *Spindle Eye* will be in Tokyo Harbor for the January war crimes trials. At all times she will be standing by to go to any spot in the Pacific where needed.

Has Two Studios

The ship has two studios, one for broadcasting, the other for recording. There are six recorders aboard, two wire, two film, two acetate, one of which has gyroscopic equipment designed especially for recording during heavy seas.

Equipped for both voice transmission and for filing press copy, the *Spindle Eye* can file a record 300 words a minute. Hal Boyle, AP correspondent, now in Japan, writing on the ship, called it the ultimate in press and radio facilities for news coverage.

The ship is also doing hundreds of "hometown" recordings, according to Col. Harris. Format of the disc has now changed to include entertainment, such as music and talent, as well as regional group interviews. They will be only on request. Stations desiring recordings may send requests to the Radio Branch, Bureau of Public Relations, War Dept.

Capt. Lansing Lindquist, formerly with WSYR Syracuse, N. Y., has replaced Col. Harris as radio public relations chief in Japan. Col. Harris, prior to entering the Army, was director of news and special events at WSM Nashville.

KOBAK RIBBED

Employes 'Surprise' MBS President With Song

WHEN MBS President Edgar Kobak, in Chicago for a board of directors meeting, attended a dinner of the network's staff he got an unexpected surprise and showed he appreciates a joke as well as the next person. Some MBS employes at one end of a long table were indulging in a bit of harmony and Mr. Kobak heard only the word "Mutual" in the song. When the vocalists obliged with full-throated three-part harmony, this is what he heard:

M is for the money that they don't pay
U is for the usual bunk we're fed.
T is for the tiring hours each day.
U is for the same old thing we said
A is for the —'s that we work for
L is for the place we'll go some day
Put them all together they spell
. . . MUTUAL.
The best damned network in the U. S. A.

The song was an off-the-elbow improvisation by Marie Karlstrom, sales department, and Jean Scorsone, MBS promotion artist.

Letter to the Editor

EDITOR, BROADCASTING:

May I once more ask space to bring to the attention of every broadcasting station and official the fact that today as never before they MUST stand together, they MUST work for the common good of the public, and they MUST not let fascist-thinking congressmen, or any others, try to throttle radio with government ownership or any form of censorship.

Radio in North America is being conducted in an excellent fashion generally and, as a means of spreading ideas, both educational and entertaining, stands foremost among methods of communication.

It is rabid congressmen like Cannon and some others who are ever on the alert to change not only radio, but other forms of American industry and institutions to conform more closely to some foreign government.

A sane, level-headed, businessman in a city or small town, who is a respected citizen, a law abiding man, may open a radio station, or buy a station, only with the thought in mind always, that the government will not give him a license longer than one or two years. He may tie up fifty, a hundred, or two hundred thousand dollars in a radio station, but he still has no assurance that he will be licensed longer than the one, or two years. No matter how honestly, how sincerely he managed his station, or how dear to the listeners heart his station is, he still is afraid to make too great investment because he is afraid that he will make some little slip up, or mistake that will cost him his license. The very least the FCC can do is to license radio stations for at least five years, and if, in the meantime, that station has knowingly or willingly violated some rules of the commission, then force the sale, or refuse him a further license.

Most certainly a radio station is no more or less than a newspaper of the air, and so far as cluttering the air with beer and pill advertisements as Brother Cannon has said, the radio certainly should have the same right as a newspaper.

The greater majority of radio station owners and managers are inherently honest. They want to cater to the public and give public service. . . . If many of our representatives and members of Congress will spend more time trying to "actually" serve their constituents, instead of running around the country and visiting foreign countries, to bring back "isms" that are un-democratic and un-American, we would all be better off by far.

N. L. ROYSTER,
Manager,
Station WOLS.

Florence, S. C.
Dec. 7, 1945.

T-H-S Radio Party in Chicago

ONE OF the year's largest radio parties in Chicago was given by Taylor-Howe-Snowden Radio Sales to introduce their stations managers to the Chicago radio industry. More than 550 invitations were issued; more than 700 persons attended. Party was at Drake Hotel.

IN THIS GROUP are (l to r) Raymond Hollingsworth, manager of KGNC Amarillo; Elaine Miller, Grant Advertising, Chicago; Tom Peterson, manager, Taylor-Howe-Snowden Radio Sales, Chicago; Dale Miller, account executive, Earle Ludgin & Co., Chicago.

GUESTS at the party included (l to r) Rudi Neubauer, network salesman, NBC Chicago; Margaret Wylie, timebuyer, J. Walter Thompson Co., Chicago; George Johnson, manager of KTSA San Antonio.

CJAD Carries CBS

CJAD Montreal, which began broadcasting Dec. 8, is now carrying a number of CBS English-language network shows, including several formerly carried only by Montreal's CBS outlet CKAC. CJAD, however, has not been permitted a CBS franchise [BROADCASTING, Dec. 17] following decision of CBC governors not to give any more U. S. network affiliations to independent stations. It is understood CJAD is now carrying CBS programs as English-language outlet for CKAC, which primarily carries French-language programs.

Join WPIK

STAFF additions to WPIK Alexandria, Va., new daytime local operating on 730 kc [BROADCASTING, Nov. 26] include Announcers Norman Wess, from WMAL Washington, and Charles Warren, from WOL Washington; Herbert DuBarry, music librarian and staff musician, from WTOP Washington; Jerry Baker, traffic manager, Army veteran; Fran Owen, morning man, formerly with W3XO, Washington FM station now owned by WINX, and Libby Lingo, director of publicity, formerly with advertising department of S. Kann's Sons, Washington department store. Studio technicians are Herbert Taylor and Ray C. Peterson, both service veterans. Transmitter engineers are Arnold Haun, veteran, and Kenneth F. Immel, formerly with TWA. Bill Smaz, previously with WRC Washington, is supervisor of technicians.

Tree Lighting

RE-LIGHTING Dec. 21 of world's largest Christmas tree was described in broadcast originating from KSFO San Francisco studios and carried on ABS stations, as well as AFRS stations overseas. Program also was released via shortwave facilities to Mexico, Central America, South America and Caribbean area. Descriptive narrative about the 364 foot tree which was 336 years old at the birth of Christ, was written by Norman Kramer of KSFO. Austin Fenger, station news editor and director of special events, was narrator.

FEDERAL ADV., New York, has declared a Christmas bonus for all personnel with company prior to Nov. 15, 1945. Military personnel recently returned from service also have been given full bonus.

Reece Bill

(Continued from page 24)

clude specifically the definition of "labeling" as it now appears in the Food, Drug, and Cosmetic Act. At present the 1938 Wheeler-Lea amendment to the FTC Act says that the Commission does not have jurisdiction over labeling, but does not specifically define the word.

While the food, drug, and cosmetic industries all have an interest in the "dual jurisdiction" problem, it is the proprietary drug industry which is primarily concerned with it. Shortly after the enactment of the 1938 Food, Drug, and Cosmetic Act, the FDA issued a list of "suggested" warning statements which it required proprietary drug manufacturers to use.

Sometime later, the FTC began ordering proprietary drug manufacturers to include warnings in their advertisements—or as an alternative to include the warnings on their labels. If they included the warnings on their labels, they would not have to put them in advertisements, but would have to say in all advertisements—radio as well as printed—"Caution: Use only as directed".

Indirect Regulation?

Proprietary drug lawyers charge that this is an indirect way of regulating labeling via advertising. They point out that no advertiser will buy time or space to warn potential consumers against use of his product under certain circumstances and that the consumer is adequately protected if the warning is placed on the label. For this reason, proprietary drug men contend, advertisers, when faced with the alternative of putting warnings in ads or labels, choose the latter.

Proprietary men also claim the Commission in some instances is insisting on warnings which are different from those which the Food and Drug Administration requires. A number of prominent radio advertisers — Bromo-Seltzer, Stanback, B-C, and Miles—are currently engaged in a series of cases with FTC involving the Commission's insistence that the firms add three words to the warnings they now have on their labels—warnings which apparently have at least the tacit approval of FDA.

British Poll

A POLL by Dr. George Gallup of British listeners found that 40% of the listeners were entirely satisfied with the BBC or government-owned system of broadcasting. Of 44% complainants, 12% commented on dullness and poor quality; 11% said system was "too highbrow" and 9% said "not highbrow enough". Of those questioned 16% said they either do not listen to the radio or do not own sets.

CBS EMPLOYES last week received a Christmas bonus of one week's pay.

THE WSAM TRIPLE MARKET WILL AGAIN BE TOPS IN '46

Concluding a merry, prosperous Christmas trading season, WSAM looks forward to even greater prosperity throughout its tri-city area in 1946. Thousands of workers permanently located and gainfully employed will be in WSAM's triple market—Saginaw, Bay City, Midland. They'll all hear your advertising message through the area's dominant radio voice—WSAM.

NORTHEASTERN MICHIGAN'S ONLY NBC STATION

WSAM NBC

SAGINAW BROADCASTING COMPANY
610 Eddy Bldg. Saginaw, Michigan
NATIONAL REPRESENTATIVE—
HEADLEY - REED CO.

CUT THE COST OF HANDLING YOUR PREMIUM RESPONSE AS MUCH AS ONE THIRD!

Write and tell us how many premiums you expect to send out by the end of your campaign, what your premium is and whether you make a charge to the consumer for it.

We can then tell you by how much your costs can be cut, and it won't cost you a cent to find out!

Our plan calls for the cooperation of your present fulfillment house, so please do not delay in telling us about your problems.

NAMES UNLIMITED, INC.

25 W. 45 Street
New York 19

75 E. Wacker Dr.
Chicago 1, Ill.

DON'T
BE
FOOLISH
ABOUT
WISDOM (Ky.)!

Wisest thing to do, say we, is to stay the heck *out* of such queerly-named settlements as Wisdom, Kentucky. In this big State what most advertisers really *want* is WAVE's Louisville Trading Area, where there's more buying power than in all the far-flung remainder of Kentucky *combined.* A man can be wise without possessing any part of Wisdom: In fact, that almost *proves* he's smart!

LOUISVILLE'S
WAVE
5000 WATTS . . 970 K.C. N.B.C.
FREE & PETERS, INC.
National Representatives

YOU
MAKE
SALES..

WHEN
YOU BUY
SPOTS

ask a John Blair man

JOHN BLAIR
& COMPANY
REPRESENTING LEADING RADIO STATIONS

Veterans Complete Announcing Course

GRADUATES of WEEI Boston's first announcers class for veterans, fifth in a series of announcers classes conducted by WEEI [BROADCASTING, Dec. 3], are pictured with station executives and class directors: (l to r) James Bronssdon (ex-Navy); Leroy Wires (ex-Navy); Paul Winter (ex-Coast Guard); Guy Aylward (ex-AAF Cadet); Fred Garrigus, WEEI director of veterans affairs; Charles Wilson (Army Engineers); Harold E. Fellows, WEEI general manager; Vernon Gaskins (ex-Coast Guard); Arthur Edes, class instructor; Harold Broder (ex-Navy); Bernard Reinherz (Army); Joseph Garland (Army); Robert Schneider (Army); John Farrell (Army). WEEI is now seeking jobs for the graduates, who entered the class from military hospitals in the Greater Boston area. All are New Englanders except Mr. Schneider, of Brooklyn; Mr. Gaskins, of Clarksburg, W. Va., and Mr. Winter, of Minneapolis. Station plans another class soon.

On the Service Front

Gen. Thompson Urges AFRS Continuation Overseas, in U.S.

RETENTION of Armed Forces Radio Service facilities by the government was advocated by Brig. Gen. Paul W. Thompson, chief of Information and Education Division of ASF, European Theater.

Gen. Thompson, recently in Hollywood for inspection of AFRS operations, pointed out that this service will play an important part in the education program for occupation forces around the world and especially for the peoples of Europe.

High Standards

He stated that AFRS network operation in Europe has maintained the highest standards of radio entertainment during the war and was a major factor in maintaining morale of the American soldier overseas. "It is imperative that this service and the same high standard be continued at least during the occupation period because of the tremendous part it plays both in education and entertainment of our men away from home and for the European people," Gen. Thompson emphasized.

Simultaneously with statement of Gen. Thompson, it was revealed that the Army and Navy through efforts of Maj. Martin H. Work, Commandant, have provided sufficient funds for expansion of AFRS activity at full quota indefinitely.

In addition to AFRS Los Angeles headquarters employing approximately 300 military and civilian personnel, shortwave offices in New York and San Francisco will continue in daily operation, with nearly 1500 hours of news, special events and sportscasts a week now being beamed via 20 shortwave transmitters. AFRS headquarters is also providing 151 radio shows weekly to more than 200 broadcast stations outlets. An average of 130,000 copies of AFRS productions are flown overseas each month.

Included in forward plans of AFRS are war casualties in hospitals in United States. A "bedside network" will provide hospital listeners with AFRS programs by means of sound systems run on a daily broadcast schedule basis. Well over 100 hospitals in the U. S. are now receiving pressings of AFRS programs on a weekly basis equivalent to 17 hours of transcribed entertainment for each 7 days.

Equipment, designed in coordination with the Surgeon General of the Army, will enable bedridden listeners to select four separate types of programs continuously from special listening devices, ranging from "hushatone" receivers that lie flat against pillows, to familiar dial tone apparatus. These installations are now underway.

* * *

Five Leave WVTM

FIVE HIGH point men left WVTM Manila and the Army last week. S/Sgts. Ray Carroll, Merle Sinders and Sgt. Jerry Kaufherr are veterans of AFRS, all three having served at AFRS stations of the "Jungle Network" in New Guinea. Sgt. Carroll was formerly announcer with WIP Philadelphia and WHOP Hopkinsville, Ky. Sgt. Sinders was WVTM's chief engineer. Sgt. Kaufherr was announcer with WGN Chicago and KBUR Burlington, Ia.

Other two released are Sgt. James G. Hughes, former General Electric Co. employe; and Technician Stewart C. Parsons, engineer of WMBH Joplin, Mo. and KTUL Tulsa. All have had over 20 months overseas.

* * *

Col. Brisson Released

LT. COL. FREDERICK BRISSON, head of the Army Air Forces Office of Radio Production. has been released from service after four years with the AAF. He has also been serving on the staff of General of the Army H. H. Arnold at headquarters, Washington, following a tour of duty in ETO. Col. Brisson was recently decorated with the Legion of Merit for outstanding service with the AAF. He returns soon to his home in Beverly Hills, Cal., to resume activities in the motion picture industry.

* * *

Comdr. Smith Returns

COMDR. C. ALPHONSO SMITH, assistant information director at FCC in 1937-38, has returned to States on temporary duty at Navy Dept. after five years active duty in West Indies and South Pacific. He expects shortly to be placed on inactive list. Comdr. Smith's last foreign assignment was as commanding officer of U. S. Naval Advance Base, Fiji.

* * *

Bronze Star to Fogel

LT. COL. IRVING FOGEL, recently released from radio branch, Information and Education Division Allied Forces Headquarters and Headquarters Mediterranean Theatre, and has been awarded the Bronze Star for meritorious achievement in connection with military operations. Col. Fogel is co-owner of Technical Research of America, firm specializing in transcriptions and record playing equipment in United States and Europe.

Gamble Is Honored

TED R. GAMBLE, national director of War Finance Division of Treasury Dept. has been awarded The Poor Richard Club's Gold Medal of Achievement for 1945, according to Roger W. Clipp, president of the club and WFIL Philadelphia.

WKMO Is Winner In CBS Promotion

KTSA and WREC Runnersup In Awards to Affiliates

WINNERS of CBS $25,000 affiliate station promotion contest which began Sept. 16 and ended Nov. 17 were announced last week by Thomas D. Connolly, director of CBS program promotion. WKMO Kokomo, Ind., was awarded $10,000 for the best all-round promotion. For second best, KTSA San Antonio received $5,000. WREC Memphis got $2,000 for third.

Other winners each of which received $1,000 were: WTAG Worcester, best use of guest-critic recordings; WHUB Cookeville, Tenn., best use of star recordings; KTUC Tucson, best use of local announcements; WDNC Durham, N. C., best use of newspaper advertising; WJR Detroit, best use of posters; WGAR Cleveland, best use of car-cards; WWL New Orleans, best use of billboards, and WREC Memphis, best use of movie trailers.

Special Citations

Special commendations, without cash awards, in the all-round classification were voted to WGAR and WWL, both of which won cash prizes in other categories.

Contest judges were Robert Collins, N. W. Ayer & Son, chairman; Linnea Nelson, J. Walter Thompson Co., vice chairman; Frank Silvernail, BBDO; Carlos A. Franco, Young & Rubicam; C. T. Ayres, Ruthrauff & Ryan; Robert Buckley, Dancer, Fitzgerald & Sample; William Dekker, McCann-Erickson; John Hymes, Biow Co.; Leonard T. Bush, Compton Adv., and Francis Barton, Benton & Bowles.

Richards Is Chairman

FLETCHER D. RICHARDS, president of Campbell-Ewald Agency, New York, has been named chairman of the Advertising Agencies Division in the $4,000,000 Memorial Cancer Center Fund Campaign. The Center is to provide an integrated "university" for cancer teaching and research on an international level. Mr. Richards' first task is to organize soliciting of funds from members of the advertising profession.

Back at KFRC

PARKER GAYMAN, released from the Army, has rejoined the announcing staff of KFRC San Francisco.

Humburg Is Father

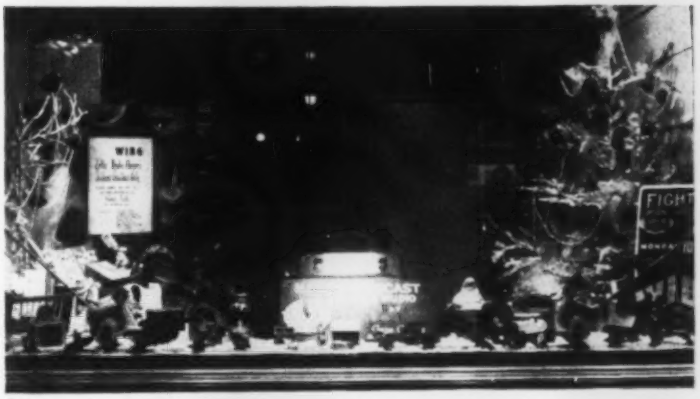
ARMAND HUMBURG, technician of KFRC San Francisco, is father of a girl.

Acme Places

ACME BREWING Co., San Francisco, has started sponsorship of Darrell Donnell's quarter-hour thrice-weekly newscasts on KFRC San Francisco. Contract is for 52 weeks. Agency is Brisacher, Van Norden & Staff, San Francisco.

Open Agency

JOHN H. HOEFER & Co., new advertising agency with John H. Hoefer and James W. Dieterich Jr. as principals, will open in San Francisco Jan. 26 with offices at 303 Sutter St.



SOME of the approximately 3,000 gifts distributed last Saturday to about 1,000 dependent children, orphans and wards at a children's party given by Zella Drake Harper and WIBG Philadelphia are pictured above in WIBG's colorfully decorated show-window studio. Listeners to Zella Drake Harper's WIBG programs contributed the gifts. Movies, a stage show, and Christmas carols were part of the annual party.

Publisher's WSRR Ownership Given Official FCC Approval

OWNERSHIP of the only station in a city by the community's only newspaper does not necessarily constitute concentration of control of news disseminating media, the FCC held, in effect, last week by granting voluntary assignment of WSRR Stamford, Conn., by Stephen Rich Rintoul to Western Connecticut Broadcasting Co. Price was $161,000.

The case aroused widespread interest in both the radio and newspaper fields, in that the Commission's decision was expected to set a precedent for similar future cases [BROADCASTING, Oct. 15]. Kingsley A. Gillespie, 14% owner and publisher of the *Stamford Advocate*, is 51% owner of WSRR. The Commission's vote was 6-1, Commissioner C. J. Durr dissenting. The Gillespie family owns the *Advocate*.

During hearings on the proposed assignment in early October, Mr. Gillespie testified that eventually he would resign as business manager of the newspaper to devote fulltime to the station. He told the FCC that the newspaper and station would be operated as separate and competitive entities, that the station would not depend on the newspaper for local news coverage and that advertisers would not be sold space and time in combination.

Action of the Commission majority bore out the philosophy of FCC Chairman Paul A. Porter, expressed in October before the House Appropriations subcommittee [BROADCASTING, Dec. 3], when he said: "It seems to me . . . when a radio station in a community, say of 25,000 or less, has to split the advertising revenue between the independent newspaper and independent radio station, you have a very mediocre radio station in that field."

Population of Stamford is larger than the 25,000 or less community. Figures in 1940 placed it at 61,215 and of the retail trading zone at 112,000. Mr. Gillespie presented data showing, however, that outside newspapers had a larger circulation in Stamford than the *Advocate* and that New York stations have wide audiences in Stamford.

Berk Is Appointed VP By Foote, Cone, Belding

COL. HARRY A. BERK, on terminal leave from the Army and formerly assistant to the chief of the redistribution division of the WPB and president of Harry A. Berk Inc., New York, advertising and public relations firm which will be dissolved early next year, has been appointed vice president in charge of the new international division of Foote, Cone & Belding.

Plans for entry of agency into international advertising field were announced last week. First overseas office will be opened in London, with all European operations directed from there. Col. Berk will make his headquarters in the agency's New York office, travelling frequently between offices in this country and overseas.

Wooding Joins L & M

EDMUND WOODING, former associate copy director with J. M. Mathes Co., New York, has joined the copy staff of Lennen & Mitchell, New York.

James Pettigrew

JAMES PETTIGREW, 56, purchasing agent for Press Wireless, died Dec. 18 at his home in Massapequa, L. I.

DePalma to Lewin

A. PAUL DE PALMA, formerly with Atherton & Currier, New York, has joined A. W. Lewin Co., Newark, as account executive and director of copy and plans.

On Research Staff

JOHN S. COFFEY, after three years with the Navy and prior to that with Campbell Soup Co., has joined research department of Doherty, Clifford & Shenfield, New York.

GEOGRAPHIC CONDITIONS
570
make WMAM the only audible station during many hours of the day in this important market area . . .
MARINETTE
WMAM
Marinette • Wisconsin
BRANCH STUDIOS IN
STURGEON BAY • WIS.
IRON MT. • MICH.
JOSEPH MACKIN, Mgr.
Nat'l Representatives: Howard A. Wilson Co.
Chicago, New York, San Francisco, Hollywood

HEY! HEY!
are you ready for the
SALES HARVEST ON WHBQ
W. H. BEECUE
PLACE YOUR PRODUCTS among the Popular National Brands featured daily
YOUR MUTUAL FRIEND
MEMPHIS, TENN.
WHBQ
BOB ALBURTY, GENERAL MGR.
Represented by RAMBEAU
NEW YORK CHICAGO HOLLYWOOD

BUFFALO WEATHER
Net Stations Broadcast Continuous Reports

NETWORK affiliated stations in Buffalo met the emergency situation brought on there by a record 60-inch snowfall from Dec. 14 to Dec. 18 by broadcasting continuous weather reports, news, cancellations of organization meetings, storm warnings, and other information throughout the four days. Stations broadcasting the public service features were WGR (ABC), WKBW (CBS), WBEN (NBC) and WEBR (Mutual).

WBEN reported that more than 2,000 individual storm items, including announcements appealing for snow shovelers and milk deliveries, were broadcast on its station, and over 3,000 telephone calls concerning questions about school openings, bus and trolley service and work schedules were answered by station's personnel.

WEBR's chief engineer John Clark remained at the station all night on Dec. 15 to be on hand for the opening of the station next morning, and Tony Fink, night news editor, broadcast intermittent storm bulletins for a period of 17 continuous hours. John Boothby, production manager, wrote scripts for special programs and presented them on station when participants on regular programs were unable to reach studio.

Committee Asks 20% Commercial Limit In News, Participation, Variety Series

REVISIONS in the NAB Standards of Practice concerning commercial copy were drafted Dec. 17-18 at the Palmer House, Chicago, by the NAB Code Committee.

Using the theme "better results with less copy," the eight members of the committee, with Herbert Hollister, KANS Wichita as chairman, proposed that commercial copy be reduced on participating, news, and variety shows to within 20% of total air time.

More Effective

Five-minute news programs, the committee recommended, should not contain more than one minute of commercial copy.

"By improving the writing of commercial copy, and by judicious use of less commercial time on the air, sponsors will contribute greatly to radio entertainment and do a more effective selling job," Mr. Hollister told the committee.

The present nighttime copy requirements adopted by NAB should apply to daytime programming as well, the committee felt. Its recommendations will be passed on to the NAB Board of Directors for approval before being submitted for inclusion in the revised code which will be adopted at the NAB convention to be held next fall. Date for the convention has not been set.

Attending the conference were Mr. Hollister; Edgar L. Bill, WMBD Peoria; Merle S. Jones, WOL Washington; Edward Yokum, KGHL Billings, Mont.; Jan Schimek, CBS; William S. Hedges, NBC; Willard D. Egolf, NAB special counsel, and Edward M. Kirby, NAB public relations counsel.

WJW
AUDITIONS
LEO GAREL

"There's a gentleman here who insists he deserves an audition on the 'Cleveland Clambake'!"

And the "CLEVELAND CLAMBAKE" is just one of the fine WJW programs that HAS the listener interest it deserves. Mornings and afternoons throughout the week . . . Monday thru Friday more people listen to WJW than any other regional station. And . . . WJW delivers more daytime dialers per dollar in Cleveland than any other station.

BASIC
ABC Network
CLEVELAND, O.
WJW
850 KC
5000 Watts
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Strike Is Set Jan. 3 At Western Electric
Sympathy Support of Regional New York Walkout Feared

STRIKE of 16,700 employes of 21 Western Electric plants in Northern New Jersey and New York, source of equipment for the vital Bell Telephone System, has been set for Jan. 3 by the executive board of the Western Electric Employes Assn.

Decision to strike came last Tuesday after the union had rejected a renewed company offer to raise wages 15%. The union demands a 30% wage rise.

As his own union polished its armor in preparation for action, Frank J. Fitzsimmons, president of WEEA, sought reinforcement. To 47 locals of the National Federation of Telephone Workers, parent body of WEEA, he sent telegrams requesting support.

Sympathy Strikes Feared

Possibility that its support might come in the form of sympathy strikes posed a threat to major elements of the communications industry.

No official company statement was made after the strike was called. Company sources, however, indicated that Western Electric had felt its counter-offer was generous and would await developments.

In support of its counter-offer of 15% wage increases, the company pointed out that such a raise would place wages at a level 57% above those of January, 1941, and that weekly take-home pay would average 10% above wartime levels.

White House Show

SPECIAL quarter-hour CBS broadcast Jan. 7, 3:15-3:30 p.m., will feature Mrs. Harry S. Truman from the White House, when she is joined by Mrs. Franklin D. Roosevelt, Actress Cornelia Otis Skinner and Screen Star Elizabeth Taylor in a salute to all women aiding in annual March of Dimes campaign. Mrs. Truman will be presiding at a tea for chairmen of the women's division of National Foundation for Infantile Paralysis.

Rejoins KPO

CAPT. HAL WOLF, released from Marine Corps, has rejoined the announcing staff of KPO San Francisco.

TOKYO MOSE

TOKYO MOSE, otherwise Sgt. Hy Averback, former assistant production manager of KMPC Hollywood, plays records used by Tokyo Rose and broadcasts on facilities she formerly used. Like Rose Mose aims shows at GI's but sells recruiting, the Army's education program and VD prevention to troops in Japan and Korea. He is heard 2-3 p. m. Monday through Saturday on WVTR Tokyo and the 18-station Armed Forces Radio Network for which WVTR is key.

Rehearing Is Granted Bamberger TV Request

REHEARING was granted last Wednesday by the D. C. Board of Zoning Adjustment on the appeal of Bamberger Broadcasting Service, New York, from a board ruling last October that it could not build a television tower over 20 feet high on a proposed transmitter site in the nation's capital.

Rehearing will be held Jan. 16.

ABC Bowl Pickups

FOUR pre-game and one post-game broadcast will be included in ABC's coverage of the New Year's Day Sugar Bowl football game in New Orleans. Shows surrounding the game are: Dec. 27 10:30 p.m. Harry Wismer will introduce sports personalities; Dec. 28 10:30 p.m. Joe Hasel, from New York, will devote *Your American Sports Page* to game; Dec. 30 11:15 p.m., Mr. Wismer will broadcast another personality show; Dec. 31 10 p.m. Mr. Wismer will be m.c. at part of New Orleans mid-winter Sports Assn. dinner. At 9:45 p.m., Jan. 1 after the game, Mr. Wismer will broadcast presentation of trophies to outstanding players. Broadcast of the game between Oklahoma A & M. and St. Mary's of California will begin at 2:45 p.m. It is one of the Gillette Cavalcade of Sports.

Joske Year Long Test Ending; Continued Radio Use Foreseen

JOSKE'S, nationally known San Antonio department store, concludes its year-long test of radio's power to sell goods for retailers on Dec. 31, winding up a scientific broadcast advertising campaign conducted at suggestion of the NAB.

Though the store has not divulged 1946 plans, it is believed the advertising budget will provide continued use of the broadcast medium on a substantial basis.

Actual results of the test await report from Ernst & Ernst, auditors, who will complete examination of the store's records when its fiscal year closes Jan. 31. Already the firm has examined records for the first nine months of the year.

When audited statistics are available they will be analyzed to reveal comparative sales in 1945 and 1944, along with advertising breakdowns for the two years. Several months will be required to complete clinic reports, which will be issued in sections.

Consumer Survey

Year end consumer survey will also be made, similar to a study made when the test got under way last January. This survey will show any possible changes in consumer attitudes as a result of scientific use of the medium. Key personnel of the store will be surveyed in January to determine their attitude.

During the year Joske's store used over 30 quarter-hours per week along with five five-minute periods and announcements. This schedule was expanded in November to include over a dozen more quarter-hours as well as a half-hour program.

Original clinic idea was conceived by Lewis H. Avery, former NAB Director of Broadcast Advertising and now owner of the representative firm of Lewis H. Avery Inc. Representing NAB in the experiment since Mr. Avery opened his firm has been Frank E. Pellegrin, who returned to the NAB Broadcast Advertising Dept. as director after Army service.

Mr. Pellegrin spent the week of Dec. 10 in San Antonio observing results of the test. He is now preparing a report to be submitted to the NAB Board of Directors in Los Angeles Jan. 3-4 and to district meetings during the winter and spring.

Out of the 12-month experiment will come a large fund of information on the use of radio by retailers. Results of various forms of radio rendition will be provided as well as conclusions on effective time of day, type of audience, power of sales and institutional copy, etc.

A subcommittee of the Sales Managers Executive Committee is advising the NAB department and aiding in preparation of reports. It consists of Cecil Beaver, WOAI San Antonio, chairman; Walter Johnson, WTIC Hartford; Arthur Hull Hayes, WABC New York; Mr. Avery. This group will work with a subcommittee of leading retailers.

Million Receivers In '46 Is G. E. Goal

25% FM Is Production Goal Set by Dr. W. R. G. Baker

A MILLION RADIO receiving sets, at least 25% of them FM, is the production goal which General Electric Co. would like to reach in 1946, Dr. W. R. G. Baker, vice president in charge of electronics operations, said Thursday.

To reach it, the company would have to run the distance like a sprinter. Dr. Baker thinks the charley-horses of reconversion befuddlement may bring the sprinter down short of the tape.

Dr. Baker's uncertain outlook for 1946 was characteristic of the general tone of reports delivered by GE executives, including President Charles E. Wilson, at a press conference marked by management's references to the reconversion delays already encountered and those which may be reasonably expected for next year.

By the end of 1945, GE will have shipped about 30,000 radio receivers, all of them table models. Present production is about 1,200 per day. In its early reconversion plans, the company had expected to be producing five times that many units by mid-December. Reason for the slow production: Labor strife, government pricing policies and retooling problems have delayed production all along the line.

By comparison with the production which the company had rosily envisioned at war's end, current and likely future production figures look gloomy, Dr. Baker said.

WGHF Starts Soon

FACSIMILE transmissions on a daily basis will begin in about 30 days on WGHF, new FM-facsimile station operated by Finch Telecommunications [BROADCASTING, Nov. 19]. Feature of the new station is a skyrocket-type antenna [BROADCASTING, Nov. 26]. Capt. W. G. H. Finch, president, said facsimile will be programmed daily at the close of sound broadcasts.

Record Review

RESUMES of activities in phonograph record industry, guest appearances of top disc makers, top 10 records of week, new releases and behind-the-scenes interviews with music-makers and publishers are featured on "Disc Digest," new Sunday afternoon show by Robert Q. Lewis on WHN New York.

KQW Hearing

(*Continued from page 16*)

to spend around $300,000 a year for programming and program personnel at KQW as compared with an estimated $150,000 to $160,000 the station now spends.

Earlier, William B. Lodge, CBS director of general engineering, pointed out that Columbia is the only one of the four major networks that has no owned station in San Francisco.

An exhibit was introduced by the FCC showing that American owns four stations; NBC six, and CBS seven plus 45% of WAPI Birmingham. CBS stockholders also own 88% of WCAU Philadelphia. It was pointed out that the network has no voice in the operation of WAPI, and when asked whether he had control over WCAU, Mr. Kesten replied: "Unqualifiedly, no."

After a discussion of the comparative number of stations owned by the major nets, Mr. Kesten raised the question of whether the Commission "has the responsibility" to equalize networks' station ownership. Is it necessary, he countered, "to bring the weakest up to the strongest, or adversely, or drag down the strongest to the level of the weakest? The number of stations owned by a network is a measure of the competitive organization . . ., and the end product of competition is better programming."

Foresees Radical Changes

When Commissioner Denny cited FCC rules relating to network ownership of stations, Mr. Kesten said there probably would be enough radical changes in radio in the next decade to make it necessary for FCC to review many past considerations.

Mr. Stanton declared that CBS-owned stations operate "pretty much as individual units," with broad policies being determined in New York in meetings with the station managers. He praised the public service and programming record of CBS stations, and lauded their "extra-curricular activities" in public service.

Ralph R. Brunton, president of Pacific Agricultural Foundation Limited, licensee of KQW, said the present owners had been in radio for 21 years and wanted to retire. He said this applied particularly to himself, since he suffered a "fairly bad heart attack" four years ago.

If FCC doesn't approve the proposed sale to CBS, he explained, another purchaser would be sought. He said KQW now originates "very few" programs at San Jose. He considers the station, which the Bruntons bought in 1934, as serving the entire Bay Area rather than San Jose alone, he added.

Julius Brauner, CBS general attorney, appeared for the network, and George B. Porter for the transferors. Harry M. Plotkin, FCC assistant general counsel in charge of litigation, represented the Commission.

WMBG SERVING RICHMOND AND VIRGINIA FROM THE CAPITAL OF THE OLD DOMINION

WMBG
Richmond, Virginia
Wishes Everyone
Merry Xmas
and a
Happy New Year

In this Major Market
USE WMBG
NBC IN RICHMOND, VA.
5000 WATTS
Bill Stern
Dinah Shore
Bing Crosby
Jack Benny
Bob Hope
Fibber McGee and Molly
REPRESENTED BY JOHN BLAIR & CO.

NORTH
EAST
SOUTH
WEST
The Texas Rangers

SELL
MANY PRODUCTS FOR
MANY ADVERTISERS
NOW ON
KTUL
Tulsa
Vick's Products

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

The PACIFIC NORTHWEST *means*

SEATTLE
TACOMA

KIRO

The Friendly Station

50,000 Watts
710 KC
CBS
SEATTLE , WASHINGTON
Represented by FREE & PETERS, Inc

WLW
700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION

Vancouver's CKWX
First
IN CANADA'S THIRD MARKET
1000 WATTS
GOING TO 5000
Mutual Network
REPRESENTED BY
WEED and Co.

KXOK
ST. LOUIS 630 KC.
5000 Watts Full Time
American Broadcasting Co.
Represented by John BLAIR & CO.

NAB Meeting

(Continued from page 20)

tions, 42 active FM stations, 2 networks, 2 television stations, 171 associates (applicants for licenses, transcription firms, equipment manufacturers, representatives and similar groups).

Important on the agenda is the report of the Employe-Employer Relations Committee and the new NAB Employe-Employer Relations Dept. A $60,000 budget for the department was approved by the board earlier in the year and pattern for the operation was drawn up Dec. 8 at a meeting of the committee in Washington. Committee chairman is John Elmer, WCBM Baltimore.

The department will be functioning by the time the board meets. President Miller and Mr. Willard will start operation by setting up a fact-gathering unit. Need for complete statistics on labor and production, along with other important reference material, to augment service of the Labor Dept. has been recognized for some time. With funds available, the work of developing a source of information can proceed pending selection of top personnel. A leading specialist in the labor relations field will be sought for the No. 1 department post but prospect for selection of such a person before the board meeting was not bright though one or two staff members at the No. 2 level may be on the job by that time.

Of significance is the fact that broadcasters will be able to offer a united front in its labor relations. Prospect of an unsettled national labor situation emphasizes the need for a coordinated approach.

Industrywide cohesion in coping with the music situation is closely related to the new department, though the Industry Music Committee named by President Miller covers all affected groups, whether NAB member or non-member.

Changes Proposed

Proposals to revise the NAB Standards of Practice, adopted at the Aug. 6-7 board meeting, are to be studied. Both the Code Committee (see story on page 72) and the Sales Managers Executive Committee have recommended changes in the standards. These changes would cover commercial copy on five-minute newscasts as well as participating and sunrise programs. Hitchhiker and cowcatcher plugs have been discussed at meetings of both committees and will come before the board.

Proposal to set up within the NAB an agency recognition bureau will be considered. The subject was discussed by a subcommittee in Washington Dec. 18.

Plans to resume annual NAB conventions will be taken up, with prospective plans for an autumn meeting. (See story on page 85).

President Miller will submit a report on the Capitol Hill situation, covering prospects for passage of the Lea Bill to outlaw labor racketeering by the AFM along with other bills of interest.

CORNER CONFAB participants are (l to r) Dee Mower, Mutual salesman; Joe McGillvra, host; Russ Tolg, BBDO timebuyer; Gene Fromher Dancer-Fitzgerald-Sample timebuyer, at cocktail party held in Chicag at Tavern Club Dec. 14 by Joseph H. McGillvra Co., station representativ

New FM Dept. progress is to be reviewed, based on a report to be submitted following a meeting of the FM Executive Committee at the Palmer House, Chicago, Dec 28.

Mr. Kirby, as public relations counsel to the association, is expected to recommend broadening of the department at headquarters, along with similar branching out in New York. Opening of a Hollywood liaison office is proposed to give West Coast members a closer association contact. Better facilities in New York are desired.

Extension of farm broadcast activity will be on the agenda, following the Dec. 4-5 meeting of the Agricultural Directors Committee. This group recommended quick action on a program designed to raise the level of farm programming and bring into closer association agencies, farmers, broadcasters and Government. Naming of an NAB agricultural director was proposed.

Hugh Feltis, president of BMB, plans to report on progress of the joint agency to provide figures on broadcast coverage.

A special committee on program awards will report on the plan to set up an Academy of Radio Arts & Sciences. Committee members are William E. Ryan, KFI Los Angeles, chairman; Harry R. Spence, KXRO Aberdeen; Hugh B. Terry, KLZ Denver; William B. Smullen, KIEM Eureka, Cal.

Original project was proposed by the Lee-Losh publicity firm in Los Angeles, which operates the Oscar project for the motion picture industry. The radio proposal was described as "bewildering" when discussed by the board in October but some portions of the idea were deemed worthy of study.

The board will go into a proposal by western mayors that broadcasters assist in providing housing for veterans. Other media and organizations will be asked to assist veterans.

The Program Managers Executive Committee will have in shape a proposal to set up a new Program Dept. with a budget of perhaps $40,000. Format was considered by the committee at a meeting held Dec. 10-11 in New York. The project meets an oft-heard demand that the association ai members in program operations.

The board will hear a revie of broadened service now bein given by the Dept. of Broadcas Advertising, headed by Mr. Pellegrin. J. Allen Brown, former general manager of WFOY St. Augustine, Fla., took over Dec. 1 a assistant to Mr. Pellegrin in charg of small station activities. He i conducting a survey of Small Market Stations Committee activitie as well as pay of salesmen Hugh M. Higgins joined the department Dec. 10 as an assistant. He i in charge of promotion. Mr. Pellegrin will hold meetings of smal market stations during the NAB district sessions, along with meetings of sales managers. He will report on the Joske department stor clinic in San Antonio, scheduled t wind up Dec. 31. He spent the wee of Dec. 10 in San Antonio goin over the clinic with store and station executives.

Tax Case Reports

Winding up the board agenda ar reports covering the New Mexic tax litigation over a gross sale tax which the State claims can b applied to stations by classifyin them as intrastate operations Hearing on merits of the case i slated in late January by the U.S District Court for the District o New Mexico. Meanwhile the cour is considering its jurisdiction t hear the case. Status of networ membership will be taken up during consideration of a possibl amendment to the by-laws.

Directors will be elected by th eight even-numbered districts during the district sessions. These districts, with present directors, are 2d District (N.Y., N.J.), Koli Hager, WGY Schenectady; 4t District (D.C., Va., W. Va., N.C S.C.), Campbell Arnoux, WTA Norfolk; 6th District (Ark., La Miss., Tenn.), Hoyt B. Woote WREC Memphis; 8th Distric (Ind., Mich.), John E. Fetze WKZO Kalamazoo; 10th Distric (Ia., Mo., Neb.), John J. Gillin Jr WOW Omaha; 12th District (Kan Okla.), William B. Way, KVO Tulsa; 14th District (Col., Utah Ida., Wyo., Mont., S.D.), Hugh Terry, KLZ Denver; 16th Distric (Ariz., So. Cal., N.M.), William Ryan, KFI Los Angeles.

Raibourn Denies Anti-Trust Charges

TV Retarded by U. S. Movie Interests, Suit Alleges

JUSTICE Dept., in suit filed last week in New York Federal Court, charged an international cartel dominated by U. S. motion picture interests had conspired to retard development of large-screen television. Among defendants, Scophony Corp., Paramount Pictures, Television Productions, General Precision Equipment Corp. Paul Raibourn of Television Productions was "amazed" that his firm hadn't been questioned about Scophony Ltd. Skiatron principle. Arthur Levey, Scophony president, welcomed court action.

DENIAL of charges by the Government that U. S. motion picture interests had conspired to retard development of large-screen television was made in New York late last week by Paul Raibourn, president of Television Productions Inc. and head of television activities for Paramount Pictures Inc.

On the other hand, Arthur Levey, president of Scophony Corp. of America was not "unhappy" over the suit filed Tuesday in New York Federal Court by the Dept. of Justice naming Paramount, Television Productions, Scophony Corp., Scophony Ltd. of London, General Precision Equipment Co., its president, Earl G. Hines, and Mr. Raibourn.

The civil action seeks to: (1) break up the alleged conspiracy, (2) free patents and licenses assertedly long frozen by the monopolistic cartel.

The United States Government charged that Scophony Ltd. obtained between 1937 and 1939, basic patents on the "Supersonic" and "Skiatron" systems of television. These systems, it was alleged, operate with light sources, not unlike those used in motion picture projection, making possible the projection of televised images on screens as large as those in movie theaters.

Enlarged Through Mirrors

In other systems, notably the most popular one which used the cathode ray tube, the image may be enlarged only through use of mirrors, the complaint alleged. Loss of brilliance inherent in optical magnification has retarded commercial development of large-screen television, the complaint stated.

In 1942, the complaint charged, Television Productions, General Precision, and Scophony Ltd. formed Scophony Corp. of America, whose stock the three corporations own or control, to hold American rights to Scophony Ltd. patents and inventions.

The defendants agreed, it was alleged, to divide the world by hemispheres for commerce in television equipment. The eastern hemisphere was Scophony Ltd.'s bailiwick, the western hemisphere, Television Productions' and General Precision's.

The complaint charged that to date Television Productions and General Precision have failed to make a serious effort to exploit Scophony products and have prevented Scophony Corp. of America from granting licenses under these patents to their competitors in the motion picture and electronics fields.

Other interests, unidentified in the suit, were said to be ready, willing and able to develop and exploit the Scophony patents and inventions in this hemisphere on terms favorable to the Scophony Corp. of America. Mr. Levey, president of SCA, in a news conference after the filing of the suit, identified these "other interests" as "prominent financial concerns," two of which he said had offered to ante up $4,500,000 to exploit Scophony patents, but had withdrawn from the pot upon learning of the strings attached to SCA by Television Productions and General Precision.

Effect Charged

Effect of the conspiracy alleged in the suit was to: (1) postpone development in this country "of an important advance in the television art," and (2) delay the "opening of a new field of public entertainment and education," according to Wendell Berge, assistant attorney general in charge of the anti-trust division of the Department of Justice.

To Mr. Levey, the suit came as no surprise. He had known, he said, that an investigation by the government had been underway for several months.

Although refusing to admit flatly that he welcomed the suit, he said its initiation certainly did not make him unhappy.

"We see in the suit a chance for us to go ahead and improve our equipment in America," he said. Break-up of the cartel, whose dominant movie interests have restrained his company from exploiting its inventions, would, he said, come as an agreeable relief.

Mr. Raibourn first heard of the government's action, he said, when he read of it. At week's end, Mr. Raibourn, still reportedly unserved by the government of notice of the suit, said he was "amazed to learn from the press that we are charged with hindering the dedevelopment of television because of a small interest in . . . Scophony."

Wartime developments of radar, electronics and television, he said, may have made obsolete the original supersonic ideas of Scophony. "The large sums of money spent by governments during the war on the Scophony Skiatron principle have so far failed to produce a successful method of applying it to television," he added.

"Television scientists would have laughed at us had we at any time claimed Scophony to have the possibilities indicated for it in the newspaper publicity in the last few days."

Mr. Raibourn said it was "amazing" that no representative of the Dept. of Justice had "seen fit to discuss with me the question of Scophony's possibilities or our activities in connection therewith."

Clear Channel Group Seeks Third Party To Prepare FCC File Data for Hearings

NEGOTIATIONS were in progress last week for employment of a "third party" to prepare data from the FCC's confidential station financial files for use in the clear channel hearings in January.

Louis G. Caldwell, counsel for Clear Channel Broadcasting Service, who requested that the data be made available, said the FCC's affirmative decision [BROADCASTING, Dec. 10] was interpreted as meaning that the job of preparing the exhibits would be handled "through some third party who would not violate the confidential pledge."

He said neither his clients nor his firm want access themselves to confidential information, but that they had made an effort to secure a disinterested outsider who would be recognized as reliable and trustworthy to do the job. He said negotiations were in progress but had not been completed.

Mr. Caldwell had asked that the Commission prepare exhibits and make them available to all parties before the hearings, explaining that the clear channel hearing order sets forth several issues which depend in large part upon economic considerations for determination. The Commission replied that certain data already are available in tabulated form but the FCC has not processed the rest and its staff is not large enough to undertake the task.

Information requested included such items as analysis of revenues, expense and similar data on broadcast stations; "average" figures; information by class of station, time designation, network affiliation, etc., and analysis of net revenues and other data for all networks and independently owned stations and for stations by class of control and class of station.

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State Dept. Requests Information Fund

$8,500,000 Sought for Foreign Radio Operation

By BILL BAILEY

STATE DEPT. has requested $44,500,000 of Congress for the 1947 fiscal year to carry out a program of international information, it was learned last week as plans for creation of the Office of International Information & Cultural Affairs were made public. The program would be on a 10-year basis.

Of the $44,500,000 appropriation, $8,500,000 would be used for broadcasting, $17,000,000 for Latin American relations, $13,000,000 for information and $6,000,000 for other purposes.

STATE DEPT. requests $44,500,000 for new Office of International Information & Cultural Affairs, including $8,500,000 for radio. Rep. Bloom (D-N. Y.), House Foreign Affairs Committee, chairman, will press his bill (HR-4982) authorizing State Dept. to purchase or rent necessary broadcasting facilities.

Bloom to Seek Action

Meanwhile Rep. Sol. Bloom (D-N. Y.), chairman of the House Foreign Affairs Committee, will press for Congressional action on his bill (HR-4982) authorizing the State Dept. virtually to go into the radio, newspaper and motion picture business.

To carry out its plans for spreading the gospel of America to the four corners of the earth [BROADCASTING, Dec. 17], State Dept. would be authorized, under the Bloom Bill, to:

(1) Provide for the preparation and dissemination abroad of information about the U. S. through press, publications, radio, motion pictures and other information media, and through information centers supervised by U. S. missions and consulates abroad.

(2) Rent, utilize, or lease and operate existing facilities for preparation or dissemination of information, and to purchase, rent, construct, improve, maintain and operate facilities for radio transmission and reception, including the leasing of real property both within and without the continental limits of the U. S. for periods not to exceed 10 years.

State Dept. would be given virtual carte blanche to employ certain personnel without Civil Service approval, purchase any equipment necessary in its program and otherwise promote its campaign.

A staff of some 2,000 will be needed, with about 400 assigned to duties abroad, it was learned. This compares with the 13,000 employed by both Office of War Information and Office of Inter-American Affairs before those agencies were abolished in September by Executive Order.

Mr. Ogilvie

Col. Macy

Replacing the Interim International Information Service, which was set up by President Truman when he abolished OWI and OIAA, the Office of International Information & Cultural Affairs will be headed by William T. Stone, now director of State Dept.'s Office of Public Affairs. John E. Peurifoy has been named deputy director.

The new organization becomes effective Jan. 1. Ferdinand Kuhn, who has been director of IIIS, will return to private life when that interim organization expires Dec. 31.

As now planned the new agency will be composed of five functional divisions and five area divisions. It will be responsible directly to William B. Benton, Assistant Secretary of State.

Ogilvie Heads Division

Heading the Radio Division will be John W. G. Ogilvie, former radio director of OIAA. Col. J. Noel Macy, head of Westchester Broadcasting Co., licensee of WFAS White Plains, N. Y., and newspaper publisher, will be director of press and publicity. Col. Macy has been on duty in the War Dept. Bureau of Public Relations. He was the first executive officer of the Women's Army Auxiliary Corps (later the WAC) when it was organized.

John Begg will head the motion pictures functional division; Herschell Brickell, exchanged persons, and Richard Heindel will be in charge of libraries and institutions.

Area division chiefs will be: European operations, Eric Bellquist; Far Eastern, George Taylor; American republics, William L. Schurz; occupied countries, Henry P. Leverich; Near Eastern and African, to be named.

Three assistants to Mr. Stone, in charge of radio, press and motion pictures, also are yet to be appointed.

Mr. Benton has stressed that the State Dept. would supplement, rather than replace, existing radio, press and motion picture services. He met Dec. 21 with the seven licensees of the nation's 36 international shortwave outlets to discuss future international broadcasting, but no decision was reached. It was indicated, however, that the licensees would not be averse to continuing the present plan whereby the State Dept. purchases all time outright and programs the stations.

The Bloom Bill would provide Congressional authority for such operations and the appropriations would make the money available.

Philco

(*Continued from page 20*)

film. Sixty percent of programs would be commercial.

Proposed weekly programming would include 55% adult and 11% children's entertainment; 15% educational, most of which would be produced in cooperation with government departments and agencies; 13% news; 3% religious; 3% public service.

"In order to provide the best television programming service for the Washington audience, certain of the programs in this proposed schedule will be brought by relay from New York and Philadelphia," the application asserts, adding that Washington originations of interest in New York and Philadelphia may be relayed to those points. "For instance, *Know Your City* remote tours of Washington, programs produced by governmental bureaus, *Supper at the Press Club*—all are conceivably just as interesting to the television audiences in other cities . . ."

Spot News Events

Remote spot-news pickups would include such events as Presidential messages, arrival of important personages in Washington, debates or the vote on important legislation in Congress; Congressional hearings; press conferences.

Specified programs include shows produced with the aid of the Dept. of Education primarily for viewing in the schools; an informal women's forum led by a homemaking authority; studio programs conducted by pediatricians and child psychologists; animated cartoons followed by studio shows for children; news summaries and televised previews of coming attractions; weekly visits to governmental departments and Congress; musical comedies; public exhibits of automobiles, furniture, food, etc.; audience-participation quiz programs; night club previews; aviation shows; boxing, wrestling, basketball and other sports events; televised street-corner interviews; weekly *Hobby House;* motion pictures telecast; Sunday religious services direct from churches.

Philco's original application was filed March 22, 1944.

CKCW Plans

CKCW Moncton, N. B., will shift assignment from 250 w on 1400 kc to 5,000 w on 1220 kc early in 1946. Studios will remain at Moncton with new transmitter being installed at Cherryfield.

Sponsors Renew Fourteen on NBC

FOURTEEN NBC programs have een renewed by their sponsors for 2 weeks starting in late Decem-er or early January. They include:

Colgate-Palmolive-Peet Co., Jer-ey City, *Can You Top This?* for Palmolive Brushless and Lather Shave creams, Sat. 9:30-10 p.m. Agency is Ted Bates Inc., N. Y.

Colgate - Palmolive - Peet Co.'s *udy Canova Show* for Palmolive Soap and Colgate Tooth Powder, Sat. 10-10:30 p.m. Agency is Ted Bates Inc.

Colgate - Palmolive - Peet Co.'s *olgate Sports Newsreel* for Shave Cream, Fri. 10:30-11 p.m. Agency s Sherman & Marquette, N. Y.

R. J. Reynolds Tobacco Co., inston-Salem, *Grand Ole Opry* for Prince Albert tobacco, Sat. 10:30-1 p.m. Agency is William Esty & o., New York.

Westinghouse Electric Corp., ittsburgh, Westinghouse program, un., 2:30-3 p.m. Agency is Mc-ann-Erickson, N. Y.

E. I. du Pont De Nemours & Co., ilmington, *Cavalcade of Amer-a*, Mon. 8-8:30 p.m. Agency is BDO, N. Y.

National Dairy Products Corp., . Y., *Sealtest Village Store*, for ealtest Ice Cream, Thurs. 9:30-10 .m. Agency is McKee & Albright, hiladelphia.

Standard Brands, N. Y., *One an's Family* for Royal Desserts nd Fleischmann's Yeast, Sun. :30-4 p.m. Agency is J. Walter hompson Co., N. Y.

Standard Brands *Fred Allen how*, for Tender Leaf Tea and lue Bonnet Margarine, Sun. 8:30-p.m. Agency is J. Walter Thomp-on.

Bristol-Myers Co., N. Y., *Mr. istrict Attorney* for Ipana and italis, Wed. 9:30-10 p.m. Agency Doherty, Clifford & Shenfield, . Y.

Bristol-Myers *Eddie Cantor Show* r Sal Hepatica and Trushay, ed., 9-9:30 p.m. Agency is Young Rubicam, N. Y.

B. T. Babbitt Inc., N. Y., *Lora awton* for Bab-O, Mon.-Fri. 10-0:15 a.m. Agency is Duane Jones o., N. Y.

G&G Plan Board

ARFIELD & GUILD, San Fran-sco, has set up a planning board o supervise all of the accounts erved by southern California of-ces of agency. Board comprises . Niel Herd, vice-president in harge of Los Angeles office; Rich-rd Berggren, copy chief, Los An-eles; Sidney Garfield; Walter uild, and David Bascom, copy hief, San Francisco.

Appeal Answered

PPEAL for aid for a veteran of the erchant Marine blinded by enemy ac-on and hospitalized by a fire at his ome in which his two children erished, was made from audience of utual's "Opinion Requested" broad-st Dec. 16. Studio audience chipped $100. Listening audience had raised tal to $674 by Dec. 20.

Standard Transmitters Approved

TO AID present and prospective applicants for new standard stations, the FCC last Tuesday made public a list of approved transmitters and other equipment. Thirteen models of transmitters, ranging in power from 100 w to 50 kw are included.

The list of equipment is theoretically an amendment to the Standards of Good Enginering Practice Concerning Standard Broadcast Stations (Revised to June 1, 1944, the Commission explained, and will be included in the next reprint of the Standards.

Subsequent lists will be published as new equipment is approved, it was indicated.

The equipment listed below has been approved by the Federal Communications Commission since the publication of the current issue of Standards of Good Engineering Practice Concerning Standard Broadcast Stations (Revised to June 1, 1944). This equipment will be included in the next reprint of the Standards.

Standard Broadcast Transmitters:

Collins	300-G	100 250 w
Federal	165-A	5 kw
Gates	1-D	1 kw
RCA	BTA-250L	250 w
RCA	BTA-1L	1 kw
RCA	BTA-5F	5 kw
RCA	BTA-10F	10 kw
RCA	BTA-50F	50 kw
G.E.	BT-20-A	250 w
G.E.	BT-21-A	1 kw
G.E.	BT-22-A	5 kw
G.E.	BT-23-A	10 kw
G.E.	BT-25-A	.50 kw

Frequency Monitors (Standard broadcast):

RCA	311-AB	Approval #1462

Automatic Frequency Control Units:

Westinghouse	Type LK-1
Westinghouse	Type LK-2
RCA	UL-4392

Automatic Temperature Control Unit:

Valpey	Type CBC-O

Manufacturers of low temperature coefficient crystals:

Silver City Crystal Company, Meriden, Connecticut.
James Kniths Company, Sandwich, Illinois.

Vacuum Tubes for last radio stage:

Manufacturer & Type		Power Rating—Watts Table A	Table B	Table BC
Amperex	228-R	——	1000	——
Amperex	343-R	5000	2500	——
Heintz-Kaufman	257	——	75	——
RCA	893A-R	10000	10000	——
Taylor	TW-150	125	——	——
W.E.	232-BA	——	——	5000
Westinghouse	WL-473	2500	500	——

STIRTON APPOINTED BORROFF ASSISTANT

ED R. BORROFF, vice president in charge of American Broadcasting Co. Central Division, Chicago, announced appointment of James L. Stirton as his assistant, effective Jan. 1.

Mr. Stirton, former program manager for the division, is on terminal leave from the Marines, in which he has served since July 6, 1944. From April through November, 1945, he was attached to the Third Marine Corps Division on Guam as second lieutenant.

He succeeds Merritt R. (Mac) Schoenfeld, now in the New York ABC office. He first joined NBC in 1929 as a member of the artist department, leaving in 1937 to form his own talent managing organization. He returned to NBC in 1939 to manage its Chicago artists' service, continuing until January 1942 when NBC and the Blue were divorced at which time he was appointed program manager for the ABC Central Division.

Wismer Honored

HARRY WISMER, ABC sports director, has been nominated by Future Magazine, published by the U. S. Junior Chamber of Commerce, as one of nation's 10 outstanding young men under 35 years of age. Mr. Wismer will broadcast Sugar Bowl game on New Year's Day.

Wayne Coy Is Appointed WINX General Manager

WAYNE COY, assistant to Eugene Meyer, publisher of the *Washington Post*, last week was appointed general manager of WINX Broadcasting Co., effective Jan. 1. He will retain his position with the *Post*, in addition to his station duties. Before going with the *Post* Mr. Coy was special assistant to President Roosevelt. Prior to that time, he was an Indiana newspaperman.

The Washington station is owned and operated by the *Post*, which also owns and operates W3XO, FM station in Washington. W3XO, in operation since 1938 as an experimental station, was recently purchased from Jansky & Bailey, consulting engineering firm. WINX has applied to the FCC for license to construct a commercial FM station in Washington.

Hines to WHK

JACOB HINES has been appointed in charge of continuity department of WHK Cleveland. He has been active in local music work.

Brethauer Appointed

ROBERT BRETHAUER, released from Navy and formerly assistant purchasing agent for Chicago Board of Education, has joined sales, traffic and sales service department of ABC Chicago.

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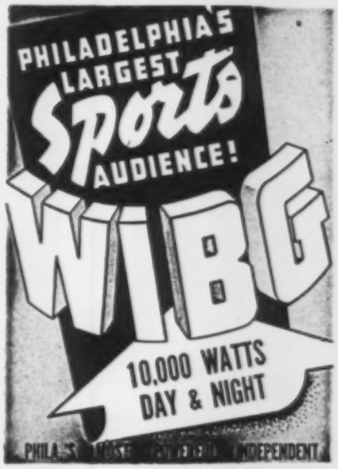

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BROADCASTING
MAGAZINE

NARBA

(Continued from page 15)

be worked out to continue NARBA on an interim basis pending the writing of a new treaty and devising adjustments to take care of Cuban requirements and any other interim business which may arise. Canada has proposed a two-year extension of NARBA from March 29, 1946. The United States had proposed a one-year extension. Cuba, however, pressed for consideration of its demands.

Formal invitations for the Feb. 4 session, supplementing the telegram sent out last Thursday to the North American nations, will go out by mail forthwith, it was learned.

The FCC, following consultation with the State Dept., designated Commissioner Jett, himself the former Commission chief engineer, to handle the preliminary conversations. It was expected Commissioner Jett will head the FCC group at the Feb. 4 sessions. Should the meeting take on treaty aspects, it was presumed FCC Chairman Paul A. Porter, as well as Commissioner Jett, would be delegates.

Cuban Proposal

The Commission announcement was supplemented with the Cuban proposal submitted Sept. 14 at the Third Inter-American Radio Conference held in Rio.

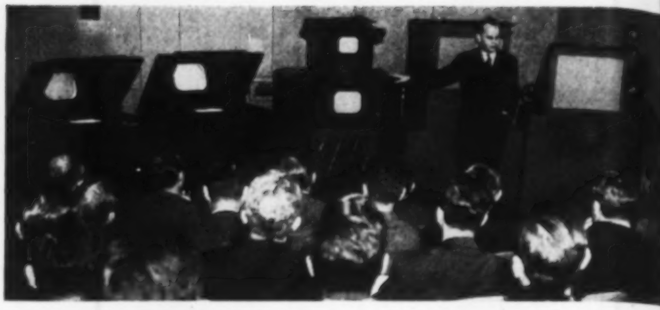
[This proposal was published in full text in BROADCASTING Oct. 8, 1945. A breakdown of the specific channels sought by Cuba, together with U.S. stations assigned to each frequency, were published in BROADCASTING Dec. 17, 1945.]

The full text of the Commission's public notice calling the Jan. 4 conference follows:

Commissioner E. K. Jett, the Chief Engineer and the General Counsel of the Commission will meet representatives of industry on Friday, January 4, 1946, to discuss matters to be considered at the forthcoming engineering conference relating to the North American Regional Broadcasting Agreement.

The only proposals which have so far been submitted by countries signatory to the North American Regional Broadcasting Agreement are those of Cuba, a copy of which is attached, and the proposal of the Canadian Government for an extension of the period of the agreement for two years. This notice is for the purpose of inviting the assistance of engineers and others able to give technical assistance in the consideration of the questions raised by the Cuban proposals. It is hoped that through this means the Commission's representative who may be designated to assist in formulating the viewpoint of this country at the conference will be better prepared for that responsibility.

The meeting which will be held in Room 6115 at 10:00 o'clock, Friday, January 4, will be concluded on that day subject to call for later sessions if found necessary or advisable. In order to aid in the arrangements for the meeting and the disposition of matters to be brought up, interested persons are requested to notify Commissioner E. K. Jett of their intention to participate, by letter, on or before January 2, 1946. In this connection, information is requested as to identity of persons who will appear, by office or position, and if the appearance is in a representative capacity, the identity of the persons or firms in whose behalf they will appear. It is further desired that persons desiring to attend the meeting indicate in their responses their main points of interest.



GREATLY IMPROVED black-and-white television receivers were demon strated by E. W. Engstrom, RCA vice-president in charge of Princeton N. J., laboratories, at Princeton. He explained points of superiority.

Lemmon Advises Government Subsidie To Help U. S. International Station

PROBLEM of maintaining American international broadcasting at the high level of efficiency developed during the wartime years, without resorting to government ownership of U. S. shortwave stations or placing an undue financial burden on individual broadcasters, can best be solved by Government subsidies similar to those granted transoceanic airlines, Walter S. Lemmon, president of World Wide Foundation which operates five shortwave transmitters, told BROADCASTING last week.

His own organization, he said, would prefer a wholly free situation since it is a non-profit educational undertaking and able to get ample support for its international educational broadcasts without recourse to public funds. He pointed out, however, that commercial broadcasters who pioneered in international broadcasting field at considerable expense to themselves in the prewar days should not be asked to resume the entire cost of maintaining the accelerated program of international broadcasting from America that is necessary today.

"The profits of such companies as NBC and CBS, for example," he said, "come from their operations in standard broadcasting, which must now also support their experiments with FM and television."

Programming, Mr. Lemmon stated, should be handled and financed by the individual statio operators. "There should be th same freedom of listening, the sam choice of programs offered by competing broadcasters internationall that we in the United States hav at home," he said. Government control should be confined to script of broadcasts dealing with matter of the country's international policy which should be submitted to th State Dept.

The subsidy, he suggested, migh well cover physical costs of operating and maintaining the shortwave transmitters and be figure on a basis of power as an incentiv for the shortwave broadcasters t keep improving and strengthenin their international signals. Th subsidies would empower the Government to ask that broadcasts b beamed to parts of the world no covered by the usual station operations, Mr. Lemmon said.

PAY OF SALESME SURVEYED BY NA

PAYMENT of incentive commissions has been found the most effective means of compensatin salesmen, judging by preliminar results of a survey being conducte by F. Allen Brown, assistant director of the NAB Dept. of Broadcas Advertising in charge of smal market stations activities.

In many cases a 15% commission on collections from a salesman's accounts has been satisfactory. Main objection has been th fact that pay of salesmen sometimes is much higher than that o other key personnel.

Combined salary and commissio has been effective at some stations it was indicated. Another statio prefers straight salary, with five week bonus at Christmas. Slidin scales of commissions are effectiv at another outlet.

Tyson Returns

LT. (j.g.) IRWIN W. TYSON has returned from the Navy to O. S. Tyson & Co., New York, as account manager.

Atlas Appoints

ATLAS CANNING Co., New York, ha appointed Modern Merchandising Bureau to handle advertising. Radio i scheduled to be used after first of year

ACTIONS OF THE FCC

DECEMBER 13 to DECEMBER 19

ecisions . . .

DECEMBER 13

ACTIONS by COMMISSION

ORDERED that upon written request any interested persons, oral argu- ent be held before Commission en anc at a date to be designated, as to hy proposed rule concerning procedure be followed by FCC in passing upon ansfers of control or assignments of cense should not be adopted in form utlined. Such request shall be filed on before 1-15-46.

DECEMBER 13

(Reported by FCC Dec. 14)

TRANSFER KSUN Lowell, Ariz.—ranted vol. assgn. license from Copper ectric Co. to Carleton W. Norris as dividual. No money involved.

Central Broadcasting Co. Inc., Johns- wn, Pa.—Granted authority to use ll letters WARD for new station anted 11-5-45.

Fred O. Grimwood, Bloomington, Ind. -Adopted order denying petition for re- onsideration and grant of application r new station without hearing set -17-45.

KELD Radio Enterprises Inc., El Do- do, Ark.—Placed in pending file ap- ication for transfer of control from H. Barton to Wilfred N. McKinney, nding adoption of rules contemplated AVCO decision, or until applicant dicates an election to follow pro- dure outlined in Public Notice of -3-45.

KXA American Radio Telephone Co., attle, Wash.—Placed in pending file pplication for assignment of license om American Radio Telephone Co. to XA Inc., pending adoption of rules ntemplated by AVCO decision or until pplicant indicates an election to fol- w procedure outlined in Public Notice 10-3-45.

KFQD Anchorage, Alaska—Placed in nding file application for vol. assign. cense from William J. Wagner tr/as laska Broadcasting Co. to Midnight un Broadcasting Co. pending adoption rules contemplated by AVCO deci- on or until applicant indicates an ection to follow procedure outlined in ublic Notice of 10-3-45.

GRANTED petition filed jointly by e Philadelphia FM stations, WIP-FM FIL-FM WCAU-FM WPEN-FM KYW- M, to cancel waiver Sec. 3.261 permit- ng these stations to operate less than quired six hours per day, and to per- it these stations to be temporarily in- perative while converting to higher equencies; subject to condition that titioners resume service by 1-1-46.

730 kc

NEW-AM Western Carolina Radio orp., Shelby, N. C.—Granted CP for w station 250 w D. Lee B. Weathers. es., 50 sh (17%), is part owner Star ublishing Co., publisher Shelby Daily ar and 15% owner of permittee. Jean . Schenck, vp, 3%, is sec.-treas. and rt owner Lily Mills Co. (threads and rns). Holt McPherson, sec.-treas., %, is vp Star Publishing. Henry Lee eathers is 12% owner.

1030 kc

KWBU The Century Broadcasting Co., orpus Christi, Tex.—Granted special rvice authority to operate on 1090 kc ith 50 kw from local sunrise at Boston LS Corpus Christi for 6 mo. period. Comr. Durr voted for hearing.)

1090 kc

KEVR Evergreen Broadcasting Corp., eattle, Wash.—Granted CP increase 0 w to 10 kw, install new trans. and A-DN, change trans. site.

1230 kc

NEW-AM Howard R. Imboden tr as outhwest Broadcasting Co., Pulaski, a.—Granted CP for new station 250 w nl.

1270 kc

Peoples Broadcasting Co., Lancaster, a., and Lester P. Etter and H. Raymond tadiem d/b Lebanon Broadcasting Co., ebanon, Pa.—Adopted orders designat- g for hearing both applications, re- uesting 1 kw D.

1300 kc

NEW-AM Austin Broadcasting Co., ustin, Tex.—Granted CP for new sta- ion 1 kw unl. DA-N. Owned by group f Army and Navy veterans. John B. onnally, pres., is 50% owner. Ten thers each hold 5% interest.

NEW-AM Broadcasting Corp. of Amer- a, Brawley, Cal.—Granted CP for new station 250 w unl. Permittee is KPRO licensee.

1320 kc

Kankakee Daily Journal Co., Kankakee, Ill.—Designated for hearing application for new station 1 kw D.

1340 kc

Sunland Broadcasting Co., El Paso, Tex.—Adopted order granting petition requesting that its application for new station be consolidated for hearing with two conflicting applications: El Paso Broadcasting Co. and Seaman & Collins, both seeking 1340 kc 250 w unl.; ordered that application of Sunland Broadcasting Co. for same facilities be designated for consolidated proceedings.

1400 kc

James B. Rivers d/b Southeastern Broadcasting System, Sanford, Fla.—Designated for hearing to be consolidated with Deland hearing set 2-19-46, application for new station 250 w unl.

1450 kc

NEW-AM Dairyland's Broadcasting Service Inc., Marshfield, Wis.—Granted CP new station 250 w unl. Lloyd L. Felker, pres., 40 sh (20%), is local businessman. Dr. Lyman A. Coops, vp, 20%, is pres. Marshfield Clinic. Dr. Karl H. Doege, vp, 20%, vp Marshfield Clinic. Corinne A. Kraus, treas., 20%, associated with L. L. Felker in business. George F. Meyer, sec., 20%, will be gen. mgr., is business mgr. Medford Clinic & Hospital, operator WIGM.

NEW-AM Arkansas Airwaves Co., North Little Rock, Ark.—Granted CP for new station 250 w unl. Carl Kiehl, pres., 4 sh (1%), has been radio supervisor for National Fireworks Inc. Naval Ordnance Plant. Phillip G. Back, sec., 33%, is with Robert T. Scott & Assoc., adv. agency. John F. Wells, vp, treas., 33%, is mgr., part owner Harry A. Lange & Co., CPA firm. Maurice E. Moore 33%, is mgr. Arkansas Motor Coaches.

Peninsular Broadcasting Corp., Coral Gables, Everglades Broadcasting Corp., Fort Lauderdale, and Paul Brake, Miami, Fla.—Designated for consolidated hearing these applications each seeking new station 1450 kc 250 w unl.

NEW-AM—Mrs. Lois M. Daniels, Brawley, Cal.—Granted CP for new station 250 w unl. Mrs. Daniels for 3½ yrs. has been office mgr. and bookkeeper KFRE.

NEW-AM Marietta Broadcasting Co., Marietta, O.—Granted CP for new station 250 w unl. Each holding a third interst is Mildred Chernoff, pres., who is in sales and program depts. of WPAR and WSAZ; Melva G. Chernoff, vp, in sales and program depts. of WCHS, and Howard L. Chernoff, sec.-treas., managing director of West Virginia Network.

DECEMBER 13

(Reported by FCC Dec. 18)

KQW Pacific Agricultural Foundation Ltd., San Jose, Cal.—Commission on its own motion continued hearing set 12-17-45 to 12-20-45 on transfer of control from Sherwood B. Brunton et al to Columbia Broadcasting System Inc.

DECEMBER 14

(Reported by FCC Dec. 18)

WMBR Florida Broadcasting Co., Jacksonville, Fla.—Adopted order designating application for hearing in consolidated proceeding with applications of Thomaston Broadcasting Co.; J. W. Woodruff, J. W. Woodruff Jr., and E. B. Cartledge Jr. d/b as Columbus Broadcasting Co.; Chattahoochee Broadcasting Co.; A. Frank Katzentine; Palm Beach Broadcasting Corp. (WWPG), and City of Sebring, Fla.

DECEMBER 17

(Reported by FCC Dec. 18)

WGST Georgia School of Technology, Atlanta, Ga.—Ordered that temp. extension of license for operation of WGST be further extended from 12-18-45 for period ending not later than 2-18-46.

DECEMBER 18

ANNOUNCED list of technical broadcast equipment approved since publication of current issue of Standards of Good Engineering Practice Concerning Standard Broadcast Stations (Revised as of 6-1-44). Equipment (see table page 77) will be included in next reprint of Standards.

TRANSFER WGYN Muzak Radio Broadcasting Station Inc., New York—Granted transfer of control licensee corp. from Muzak Corp. and Charles E. Merrill to Radio Sales Corp., Muzak Corp. and Charles E. Merrill. Consideration to be paid by transferee for 333 1/3 sh is approximately $333 par per sh; book value of which shares as of 12-31-44 is shown in deficit amount of about $14,000.

Aloha Broadcasting Co. Inc., Honolulu, T. H.—Granted authority to use call letters KHON for new station authorized by Commission 11-21-45.

Evan Evans, James F. Koch, P. J. McCall, Lou Poller and James J. Curran d/b Pottsville Radio Co., Pottsville, Pa.—Adopted order granting petition of WGAL requesting that application of Pottsville Radio Co. be designated for hearing, and ordered that application be designated for hearing in consolidated proceeding with application of Miners Broadcasting Service for new station and mod. license of WAZL.

John W. Grenoble, Joseph L. Maguire, John T. Maguire and Kenneth F. Maguire d/b Miners Broadcasting Service, Pottsville, Pa.—Adopted order designating for hearing in consolidated proceeding with Pottsville Radio Co. application for new station and application of WAZL for mod. license, application of Miners Broadcasting Service for new station in Pottsville.

LICENSES for following stations further extended on temp. basis only, pending determination license renewal applications, for period ending 3-1-46: KALE KDYL and aux. KFAC KFBB KFGQ KFH KFJZ and aux. KFOX KGB KGBX KGCU KGGM KGHF KGLO KOIL KGVO KHSL KID KIT KMO and aux. KOL KOB KPMC KRGV KRIS KRLD KRNT KSCJ and aux. KSRO KUOA KTFI KVOA KVOR KWBR KYA KXYZ and aux. WADC WATR WBAL and aux. WBBR WBT WDGY WDOD WDRC WDSU and aux. WEBC and aux. WEVD and aux. WFBC WFBM and aux. WFBR and aux. WFIN WHAZ WHBF and aux. WHBL WHIO WHKY WHLD WIBA WINS and aux. WISH WJAS WJDX WJHP WKAT and aux. WKNE WKST WLOL WMRO WNAC and aux. WNBF WNBZ WNEL WOL and aux. WOOD and aux. WORC WORK WPDQ WRR and aux. WSAI main and synch. amp. WSKB WSMB WSPR WTAQ WTCN WTOC WWVA WXYZ and aux.

WMLL Evansville on the Air Inc., Evansville, Ind.—Present license further extended on temp. basis only, pending determination license renewal application, not later than 3-1-46; subject to changes in frequency assignment which may result from proceedings in Docket 6651.

WOW Radio Station WOW Inc., Omaha, Neb.—Commission on own motion ordered that, pursuant to provisions of Sec. 1.362 of Rules & Regulations, WOW file within 30 days application for renewal of present license.

1090 kc

KTHS Radio Broadcasting Inc., Hot Springs, Ark.—Designated for hearing application for CP increase 1 kw N 10 kw LS to 25 kw N 50 kw LS, install new trans. and DA-N, move trans. and studio to West Memphis, Ark.

1220 kc

Norfolk Broadcasting Corp., Norfolk, Va.—Designated for hearing application for CP new station 250 w unl.; site to be determined.

1230 kc

ANNOUNCED decision and order dismissing application of Marietta Broadcasting Co., for new station with 250 w unl. at Marietta, Ga., because of death of owner, Virgil V. Evans, and granted application of Fred B. Wilson and Channing Cope d/b Chattahoochee Broadcasters for new station at Marietta on same facilities. Grant is made with provision that permittee before construction shall specify trans. site which meets approval of FCC and CAA.

Dorrance D. Roderick and Pueblo Radio Co. Inc., Pueblo, Col.—Designated for consolidated hearing Roderick application and that of Pueblo Radio Co., both requesting new station at Pueblo with 250 w unl.

1340 kc

NEW-AM Parkersburg Sentinel Co., Marietta, O.—Granted CP new station 250 w unl.

1360 kc

NEW-AM A. V. Tidmore tr/as Pottsville Broadcasting Co., Pottsville, Pa.—Granted CP new station 500 w D; site to be determined. Tidmore for five yrs. has been vp, sec. and gen. mgr. WFMD.

1430 kc

WLAK S. O. Ward tr/as Radio Station WLAK, Lakeland, Fla.—Adopted order granting petition to designate its application for CP change assignment 1340

(*Continued on page 80*)

"No thanks, lady, just a few drops of that new skin lotion advertised over ***WGAC**, Augusta, Georgia."*

You Reach the Sales-Rich Lehigh Valley on

WEST

EASTON, PA.

Phillipsburg, New Jersey

NBC • Mutual

FOR SOLID SELLING IN SAN FRANCISCO

KSFO

UNIVERSAL NETWORK'S KEY STATION FOR NORTHERN CALIFORNIA

MARK HOPKINS HOTEL

Special Gift

10 Gift Subscriptions $35.00
5 Gift Subscriptions 20.00
2 Gift Subscriptions 9.00
1 Gift Subscription 5.00

BROADCASTING MAGAZINE

FCC Actions

(Continued from page 79)

kc 250 w to 1430 kc 1 kw unl., in consolidated proceedings and ordered said application designated for hearing in consolidation with applications heretofore set for hearing of Cattahoochee Broadcasting Co., Muscogee Broadcasting Co., Columbus Broadcasting Co., Thomaston Broadcasting Co., A. Frank Katzentine, Palm Beach Broadcasting Corp. and city of Sebring, Fla. Further ordered that bills of particulars issued in these proceedings be amended to include WLAK.

1490 kc

WAZL Hazleton Broadcasting Service Inc., Hazleton, Pa.—Adopted order to show cause ordering that an opportunity be afforded WAZL to show cause at hearing why its license should not be modified so as to specify 1490 kc in lieu of 1450 kc and further ordered that hearing in this matter be consolidated with hearing on applications of Pottsville Radio Co. and Miners Broadcasting Service.

DECEMBER 19

WDEF WDEF Broadcasting Co., Chattanooga, Tenn.—Granted license renewal for period ending 8-1-47.

WSLB St. Lawrence Broadcasting Corp., Ogdensburg, N. Y.—Same.

WDAS WDAS Broadcasting Station Inc., Philadelphia—Granted license renewal for main aux. trans. for period ending 8-1-47.

WSRR Stephen R. Rintoul, Stamford, Conn.—Announced adoption of decision and order (Comr. Durr dissenting) granting application for vol. assgn. license from Stephen Rich Rintoul to Western Connecticut Broadcasting Co. for $161,000.

ANNOUNCED additional grants for 32 new FM stations and designated for hearing three applications for FM facilities. See table page 17. This makes total of 230 conditional grants since October.

WKBW WGR Buffalo Broadcasting Corp., Buffalo, N. Y.—Announced adoption of decision, making final with certain changes, proposed findings denying, without prejudice to further proceedings along lines indicated, the applications for the renewal of licenses of WKBW and WGR. In order to make such further proceedings possible, Commission granted applicant temp. licenses for both stations for three months, provided that within 30 days applicant files with FCC statement which establishes that it has full control over operation of stations and no further effect is being given agreements with Churchill Tablernacle which were part of issues in proceedings.

FOLLOWING oral argument on matter, Commission has announced order that its rules and regulations governing new Railroad Radio Service be finally effective 12-31-45.

ADMINISTRATIVE BOARD ACTIONS
DECEMBER 17

W9XMT P. R. Mallory & Co. Inc., Indianapolis—Granted mod. CP authorizing new experimental TV station for extension completion date to 3-15-46.

W1OXD Philco Radio & Television Corp., portable, area of Washington, Philadelphia and New York—Granted license to cover CP for new experimental TV relay station, on experimental basis only; conditions. Same for W1OXAE W1OXAF.

ACTIONS ON MOTIONS
By Comr. Denny
DECEMBER 13
(Reported by FCC Dec. 18)

The Observer Radio Co., Orangeburg Broadcasting Corp., Tri-County Broadcasting Corp., Edisto Broadcasting Co., Orangeburg, S. C.—Ordered advancement of hearing now set Feb. 18-21, 1946, at Orangeburg, to Feb. 6-9.

The Torrington Broadcasting Co., Torrington, Conn.; The Danbury Broadcasting Co., The Berkshire Broadcasting Corp., Frank Parker, Danbury, Conn.—Ordered continuance of hearing now set Feb. 6-9, 1946, to March 18-20 at Danbury and March 21 at Torrington.

Voice of Augusta Inc., The Augusta Chronicle Broadcasting Co., Savannah Valley Broadcasting Co., Augusta, Ga.—Ordered that hearing set on these applications set Feb. 11-13, 1946, at Savannah be scheduled on same dates at Augusta.

ACTIONS ON MOTIONS
By Comr. Walker
DECEMBER 14

WTAW The Agricultural & Mechanical College of Texas, College Station—Granted petition for leave to amend application for CP; amendment filed with petition was accepted.

Tennessee Broadcasters, Nashville, Tenn.—Granted petition to accept late amendment re application for new station; FCC waived rules and accepted applicant's written appearance.

Blue Ridge Broadcasting Corp., Roanoke, Va.—Granted petition to amend application for new station; amendment was accepted and application removed from hearing docket.

Fred O. Grimwood, Bloomington, Ind.—Granted in part motion for continuance of hearing on application for new station; hearing set 12-17-45 continued to 3-4-46.

A. Frank Katzentine, Orlando, Fla.—Granted motion for leave to amend application for new station; amendment filed with motion was accepted.

WTOL Community Broadcasting Co., Toledo, O.—Granted petition for leave to intervene in consolidated proceedings set 12-19-45 for enlargement of issues therein designated upon applications of Voice of Marion and Chronicle Publishing Co. Inc. of Marion, Ind.

KHQ Louis Wasmer Inc., KGA Louis Wasmer, Spokane, Wash.—Granted petition for continuance of hearing on applications for renewal of licenses set 12-21-45; continued same to 2-19-46.

The Voice of Marion, Marion, Ind.—Granted petition to dismiss without prejudice application for new station.

Central Broadcasting Co. Inc., Johnstown, Pa.—Granted request for extension of time within which to file its opposition to petition of WWSW Inc. for hearing or rehearing and leave to intervene in matter of Central Broadcasting Co. application for new station; extended time within which petitioner may file opposition to position of WWSW Inc. to and including 12-17-45. (Action was taken by Comr. Denny Dec. 7, announced by FCC Dec. 17.)

Greater Huntington Radio Corp., Huntington, W. Va.—Granted motion for leave to amend application for new station except as to specification for ant. site. Request with respect to ant. site was dismissed at request of applicant. (Action was taken by Comr. Denny Dec. 14, announced by FCC Dec. 17.)

Tentative Calendar . . .

JANUARY 4

COMMISSIONER E. K. Jett, chief engineer and general counsel of FCC, will meet with industry representatives to discuss matters to be considered at forthcoming engineering conference relating to North American Regional Broadcasting Agreement. Persons interested in participating are requested to notify Comr. Jett by letter on or before Jan. 2.

Applications . . .

DECEMBER 17

APPLICATIONS were filed in behalf of following standard stations for license renewal: WCLO KVCV WAIM WJOB WMPC KGFJ KVAL. Also for relay stations WBLR KBQA KWIR KEIQ KABG WEKR WEIV WEIT KEHO KEHP WAUW.

APPLICATIONS were filed in behalf of relay stations KIDN and WJOT for license renewal.

610 kc

WSGN The Birmingham News Co., Birmingham, Ala.—Vol. trans. control from Ruth Lawson Hanson, executrix, and C. B. Hanson Jr. and Henry P. Johnston, executors under will of Victor H. Hanson, deceased, to Ruth Lawson Hanson, Henry P. Johnston, Clarence B. Hanson Jr., James E. Chappell and Harry B. Bradley, trustees under will of Victor H. Hanson, deceased. Also covers WJOT. No money is involved.

920 kc

WGST Georgia School of Technology, Atlanta—CP for facilities presently assigned WGST, filed in name of Regents of the University System of Georgia, For And On Behalf Of Georgia School of Technology. Also CP for auxiliary facilities presently assigned to WGST. Licenses are requested to cover both CPs. In addition authority is requested to determine operating power by direct measurement of ant. power.

960 kc

KFVS Oscar C. Hirsch tr/as Hirsch Battery & Radio Co., Cape Girardeau, Mo.—CP change 1400 kc to 960 kc, increase 250 w to 1 kw, install new trans. and DA-N, change trans. site.

WSBT The South Bend Tribune, South Bend, Ind.—CP increase 1 kw to 5 kw, install new trans. and make changes DA-DN.

970 kc

KOIN Portland, Ore.—Vol. trans. control from C. W. Myers, Josephine Hunt, Gertrude E. Myers and KOIN Inc., trustee, to Field Enterprises Inc. for approximately $943,967. Class A stock: C. W. Myers 64%, Hunt 35%, G. E. Myers 1%. KOIN Inc., trustee 100% Class B.

FCC Hiatus

UNLESS there are unforeseen developments, FCC will be in virtual recess until Jan. 3, when it holds its next scheduled regular meeting. Christmas and New Year's holidays will not permit preparation of agenda for the Dec. 26 session. Last Wednesday the Commission sought to clean up much of its agenda. In addition to the usual docket, it issued 32 conditional FM grants, approved tentative allocations for FM stations by cities and trading areas, and gave final sanction to standards of good engineering practice for television.

WDAK Columbus, Ga.—Voluntary assgn. license from L. J. Duncan, Leila A. Duncan, Josephine Rawls, Effie H. Allen, Allen M. Woodall and Margaret A. Pill d/b as Valley Broadcasting Co. to Radio Columbus Inc. L. J. and L. A. Duncan, E. H. Allen and J. Rawls sell combined 82% interest for $164,000 to A. M. Woodall, David E. Dunn and Howard E. Pill as stockholders in Radio Columbus Inc. 2,000 sh common and 2,000 sh preferred stock in Radio Columbus are divided in like proportion: each 500 sh, A. M. Woodall, Rufus M. Lackey and Ernest D. Black; 200 sh each, M. A. Pill and H. S. Durden; 100 sh, David E. Dunn. Woodall is part-owner WGAA. Black is half-owner WBML. Durden is third-owner WSFA, of which H. E. Pill is chief owner. D. E. Dunn is 8% owner WSFA. Part of transaction involving WRLD; see below.

1370 kc

WFEA Manchester, N. H.—Vol. assgn. license from H. M. Bitner to WFEA Inc., owned entirely by Mr. Bitner. No money involved.

1400 kc

KTOK Oklahoma City—Vol. assgn. license from O. L. Taylor to KTOK Inc., of which Taylor is 99.8% stockholder.

1490 kc

WRLD West Point, Ga.—Vol. assgn. license from L. J. Duncan, Leila A. Duncan, Josephine Rawls, Effie H. Allen, Allen M. Woodall and Margaret A. Pill d/b as Valley Broadcasting Co. to L. J. Duncan, L. A. Duncan and J. Rawls d/b Valley Broadcasting Co. Part of transaction involving WDAK; see above. E. H. Allen retires selling her 10% interest for $1,000 to L. A. Duncan and J. Rawls. A. M. Woodall sells 10% ($3,000) and M. A. Pill sells 8% ($1,000) and increase equity in WDAK.

1590 kc

WBRY American Republican Inc., Waterbury, Conn.—CP increase 1 kw to 5 kw, install new trans. and make changes in DA-DN.

Amendment

North Jersey Radio Inc., Newark, N. J.—CP new FM (Metropolitan) station on 43.5 mc and coverage of 19,851 sq. mi., amended to request 98 mc, change coverage to 8,150 sq. mi., trans. site from near Morris Plains, N. J., to West Orange, N. J.; change type trans. and population and change name applicant from The Evening News Publishing Co. to North Jersey Radio Inc.

96.5 mc

WBAM Bamberger Broadcasting Service Inc., New York—CP change from 47.1 mc to Channel 43 (96.5 mc), make changes in trans. equip., install new ant., specify coverage as 9,860 sq. mi. and request Metropolitan station.

WBCA Capitol Broadcasting Co. Inc., Schenectady, N. Y.—CP change from 44.7 mc to 101.1 mc, install new trans. and ant. and specify coverage as 6,589 sq. mi.

DECEMBER 18
930 kc

WJAX City of Jacksonville, Fla.—CP increase 5 kw D 1 kw N to 5 kw DN, install DA-N.

1340 kc

Robert W. Rounsaville, Cleveland, Tenn.—Authority to determine operating power by direct measurement of ant. power.

1420 kc

United Broadcasting Co., Cleveland, O.—Authority to determine operating power by direct measurement of ant. power.

Amendment

The Toledo Blade Co., Toledo, O.—CP new FM (Metropolitan) station on frequency to be assigned by FCC with 7,780 sq. mi. coverage, amended to change trans. site.

DECEMBER 20

KUSC University of Southern California, Los Angeles—Mod. CP, as mod. authorizing new noncommercial educational FM station, for extension commencement and completion date from 6-21-45 and 12-21-45 to 12-21-45 and 6-21-46, only.

1240 kc

KANS The KANS Broadcasting Co., Wichita, Kan. — Vol. assgn. License to Kansas Broadcasting Inc. for $400,000. O. L. Taylor, owner KTOK, is 100% owner of assignee.

Amendments

The Crosley Corp., Cincinnati—CP new commercial TV station on Channel 1 (50-56 mc) ESR 8630, amended to change frequency to Channel 4 (66-72 mc).

The Crosley Corp., Columbus, O.—CP new commercial TV station on Channel 2 (60-66 mc) ESR 6850, amended to change frequency to Channel 4 (66-72 mc).

The Crosley Corp., Dayton, O.—CP new commercial TV station on Channel 4 (78-84 mc) ESR 1920, amended to change frequency to Channel 5 (76-82 mc).

Ruth Braden Weber, Edward F. Braden, George E. Mead, John H. Braden, Lala Braden Bouthton and Kirke M. Beall d/b as Escambia Broadcasting Co., Pensacola, Fla.—CP new standard station 1450 kc 250 w unl., amended to change studio site (Call WBSR reserved).

Television Productions Inc., San Francisco—CP new commercial TV station on Channel 4 (66-72 mc) ESR 14800, amended to change ESR to 13800.

U. S. PROGRAMMING ABROAD ADVOCATED

NECESSITY of continuing adequate shortwave broadcasting schedules to pump U.S. news and cultural information around the world was emphasized by William T. Stone, director of the Office of International Information and Cultural Affairs in a round-table discussion over NBC Dec. 15.

Participating with other officials of the State Dept. on "Our International Information Policy," Mr. Stone said that his office contemplated reduction of the heavy wartime shortwave schedules, but recognized the essentiality of continuing an adequate program to keep other nations informed of U.S. news.

Bell System Will Test Highway Phone Service

EXTENSIVE trials of mobile radiotelephone service to make possible voice communications between vehicles on three intercity highway routes or boats on adjacent waterways and any telephone connected to the Bell System were planned last week by Bell. Highway routes are between Chicago and St. Louis via Ottawa, Peoria and Springfield, Ill.; between New York, Albany and Buffalo, and between New York and Boston.

Applications for the first transmitting and receiving stations to serve the Chicago-St. Louis route have been filed with FCC by Illinois Bell Telephone Co. Similar applications for the other routes will be made soon, the company reported.

PROFESSIONAL DIRECTORY

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Consulting Radio Engineers
LABS: GREAT NOTCH, N.J.
OFFS: UPPER MONTCLAIR, N.J.
Phone: MONTCLAIR 2-7859

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
ommercial Radio Equip. Co.
International Building, Washington, D. C.
321 E. Gregory Boulevard, Kansas City, Mo.
Cross Roads of the World, Hollywood, Calif.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

JOHN J. KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. NATIONAL 6513
Washington 4, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

MAY and BOND
CONSULTING RADIO ENGINEERS
* * *
1422 F St, N.W., Wash. 4, D. C.
Kellogg Bldg. • Republic 3984

HAROLD B. ROTHROCK
Consulting Radio Engineer
●
301 N. Greenbrier St.
Arlington, Va.
Chestnut 2267

Garo W. Ray
Consulting Radio Engineers
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

GOMER L. DAVIES
Consulting Radio Engineer
P. O. Box 71 Warfield 9089
College Park, Md.

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING
RADIO ENGINEERS
1108 16th Street N. W. Suite 405
Washington, D. C. NAtional 6982

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Columbia 8544

CONSULTING RADIO ENGINEERS
EQUIPMENT ENGINEERING CO.
ESTABLISHED 1939
COLORADO BUILDING • WASHINGTON, 4, D.C.
600 PICKENS ST. • COLUMBIA, 19, S.C.

Universal Research Laboratories
ROYAL V. HOWARD, Director
1 NOB HILL CIRCLE
Pine & Mason Streets
SAN FRANCISCO
DOUGLAS 5380
A Division of Universal Broadcasting Company
Radio Engineering Consultants

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
Washington, D. C.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

ROBERT L. WEEKS
CONSULTING ELECTRICAL ENGINEER
429 Russ Bldg.
San Francisco, California

Colton & Foss, Inc.
Electronic Consultants
• *WASHINGTON, D. C.* •
927 15th Street NW, REpublic 3883

John Creutz
Consulting Radio Engineer
328 Bond Bldg. REpublic 2151
Washington, D. C.

Broadcast — Allocation & Field Service
GILLE BROS.
CONSULTING RADIO ENGINEERS
1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

WILLIAM E. BENNS
Consulting
Radio Engineer
COLUMBIA, SOUTH CAROLINA
830 Gregg St. Phone 7342

Customers

(Continued from page 65)

too strongly on the advertising potentialities in the household appliances field. Housing projects, and homes built by the veterans themselves with loan help under the GI Bill of Rights will create a terrific demand for appliances of all sorts. And add these thoughts: he'll want a new radio because he's found out French and German radios are in many cases inferior to ours; he'll want a new stove because he'll be a lover of fancy foods and cooked dishes, lots of cakes, pies and cookies; and he'll want a refrigerator.

Diversion and recreation will appeal to him more strongly now. Such accounts as summer resorts, fishing rendezvous, travel agencies or places of amusement can gain much trade from the returning veteran and the veteran's family.

The veteran has had little or no opportunity for personal possession of things of value while in the Army. Everything has been GI. Accent the instinct of possession in the copy of such accounts as real estate, jewelers, and automobiles. "Own your own home," "jewelry is not only a gift, but a life-long investment," "drive your own automobile, the new 1946 models have *these* new features."

Cleanliness, time savers, appetizers, durability, modernity, family affection, courtesy, economy, sports, hospitality, beautifying—these have appeal to the veteran.

FCC Asks Prompt Response by Stations To Preliminary Reports on Revenues

FCC'S ANNUAL call for analysis of station broadcast revenues for the calendar year was dispatched Dec. 20 to all licensees with the request that they be submitted "as soon as possible" after the close of the year. The request is for a preliminary report on station revenues, to be followed by the detailed report.

"It is considered desirable," said the FCC's covering letter, "that the Commission be informed on the question of revenue from sales of time by the broadcast industry for the year 1945 as soon as possible after the close of the year."

Sent each station were two copies of the preliminary report form of station revenues with the request that one be returned not later than Jan. 19. Stations with total revenue from sales of station time for the year of less than $25,000 or less than an average of $500 weekly if operated for less than a complete year were advised to fill in only the total amount of revenue.

"Since this schedule is designed only to give the Commission a preliminary report of the broadcas industry," the covering lette stated, "the respondents are requested not to wait for a final audi of the books before submitting thi report."

Data requested include revenu from networks; nonnetwork sale to national and regional advertisers and to local advertisers, an incidental revenues, with ordinar commissions deducted.

Congressional Carols

IN REAL HOLIDAY spirit, six U. S. Congressmen and six members of the British Parliament joined voices over Mutual Dec. 20, 11:30 a.m. in a carol sing. The two groups sang two carols apiece and then joined in an across-the-ocean double sexette of "Silent Night". Congressmen include: Harry L. Towe (D-N. J.), Leslie C. Arends (R-Ill.), William S. Hill (R-Col.), Frank Fellows (R-Me.), Paul W. Shafer (R-Mich.), Harve Tibbott (R-Pa.).

Shomo

(Continued from page 10)

Times edition which died when th depression made luxury liners permanent part of New York's skyline. Returning to Chicago, he wa head of the *Tribune's* loop advertising office until 1931, when he move over to the *Herald-Examiner*.

An opportunity to hit the roa for McFadden Publications an see something of the Midwes caused him to sever connection with the *Examiner*. In 1937 h walked into Kelly Smith's office a WBBM and walked out with a jo as salesman.

After working on CBC radi sales for Kelly Smith until 1940 he was promoted to eastern sale manager in New York for WBBM remaining there until Septembe 1944, when he became sales manager for the CBS owned an operated Chicago outlet.

Ernie confesses he isn't a "joiner" and belongs to no clubs, although his favorite hobby is people with golf and squash running i close order.

He resides in Evanston with hi parents and two children, Albert, 5 and Mary Louise, 10. He is divorced, single, satisfied.

Right now, he views the sales world through rose colored glasses as public demand for war restricted items continues to grow. But when the economic scales shift from sellers market to buyers market Ernie offers this bit of advice to men and women considering radio sales as career: Good public relations i long-range. And successful salesmanship depends on good public relations.

WORCESTER

Positively! WORCESTER IS A HUGE MARKET- *even larger than you think!*

AND ONE OF THE MOST STABLE AND PROSPEROUS IN THE NATION

Measured in terms of population, Metropolitan Worcester numbers 522,607.* This exceeds the urban populations of such great cities as Cincinnati, Kansas City and St. Paul. It leaves behind the metropolitan populations of Rochester, Akron, Dallas, Seattle or Newark.

Now look at the buying income. In 1944 it was $4,594 per family, or 10.3% above the national average. And Worcester is diversified with over 500 industries within its compact trading area which helps to keep pay roll peaks on an even keel the year 'round.

The Worcester Market is one no thoughtful advertiser can overlook — a market dominated by WTAG, which is acknowledged by listeners, distributors, dealers and Hoopers as Worcester's No. 1 radio station, with creative facilities and equipment to match its big coverage.

* Massachusetts State Department, Dec. 1945

PAUL H. RAYMER CO. *National Sales Representatives*

BASIC CBS

WTAG WTAG-FM WORCESTER

580 KC
5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Seven Transfer, Assignment Requests Are Filed With FCC

RANSFERS and assignments fig- e in seven applications accepted r filing last week by the FCC. ations involved are WRLD West int, Ga., and WDAK Columbus, a.; KTOK Oklahoma City; WFEA anchester, N. H.; WSGN Birming- m and relay station WJOT; OIN Portland, Ore.

Reorganization of Valley Broad- sting Co., licensee of WRLD and DAK, is proposed, with L. J. uncan and his wife, Leila A., and s sister-in-law, Mrs. Josephine awls, taking over operation of RLD, and Allen M. Woodall, rs. Margaret A. Pill and others king over WDAK as Radio Co- mbus Inc.

Messrs. Duncan and Woodall and esdames Duncan, Rawls, Pill and fie H. Allen, mother of Mrs. Dun- n and Mrs. Rawls, are partners in e present Valley Broadcasting . Mr. and Mrs. Duncan, Mrs. llen and Mrs. Rawls propose to ll their combined 82% interest r $164,000 to Mr. Woodall, David Dunn and Howard E. Pill, three the stockholders in Radio Co- mbus Inc.

Mr. and Mrs. Duncan and Mrs. awls would continue to do business Valley Broadcasting Co. in erating WRLD. Mrs. Allen is re- ing from the Valley Broadcast- g partnership and seeks to trans- r her 10% interest to Mrs. Dun- n and Mrs. Rawls, while Mr. oodall and Mrs. Pill want to sell eir respective 10% and 8% in- rests in WRLD and increase their uity in WDAK. Mrs. Pill would ceive $2,400; Mr. Woodall $3,000; rs. Allen $1,000.

Stockholders in Radio Columbus clude Mr. Woodall, Rufus M. ackey of Birmingham, and Ernest . Black of Macon, each of whom lds 500 shares of common and 0 of preferred stock; Mrs. Pill d H. S. Durden of Montgomery respectively own 200 shares of each, and David E. Dunn of Montgomery owns 100 of each. Mr. Woodall also owns an interest in Northwest Georgia Broadcasting Co., licensee of WGAA Cedartown; Mr. Black is half owner and president of Georgia Broadcasting Co. (WBML Macon); Mr. Durden has a one-third interest in Montgomery Broadcasting Co. (WSFA Montgomery, Ala.), of which Mr. Pill is chief owner; Mr. Dunn is 8 1/3% stockholder in Montgomery Broadcasting.

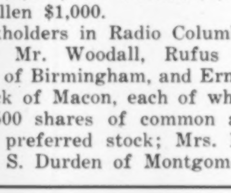
WDAK operates on 1340 kc with 250 w power; WRLD, on 1490 kc with 250 w.

KTOK application involves voluntary assignment of license from O. L. Taylor to KTOK Inc., Oklahoma City, a new corporation in which Mr. Taylor holds 99.8% of stock. Robert Enoch, station manager, and Leonard H. Savage own 0.1% each. Contract provides for Mr. Taylor, who is executive general manager of KGNC KFYO KTSA KRGV, to make the assignment in return for 1,000 of the authorized shares of capital stock in KTOK Inc. and assumption by KTOK Inc. of liabilities including a $50,000 note. Station is on 1400 kc with 250 w.

Terms of the WFEA agreement assign license of the station from H. M. Bitner to WFEA Inc., owned entirely by Mr. Bitner. No money is involved. Mr. Bitner formerly was publisher of *Pittsburgh Sun Telegraph* and director in Pitt Publishing Co. and owns 30% of WFBM Indianapolis. WFEA operates on 1370 kc with 5 kw power.

Under terms of the will of Victor H. Hanson, who died last March 7, application has been filed for transfer of 1,235 of 1,500 outstanding shares in Birmingham News Co., licensee of WSGN, from Ruth Lawson Hanson, executrix, and C. B. Hanson Jr. and Henry P. Johnston, executors, to themselves and James E. Chappell and Harry B. Bradley as trustees under the will. Worth of the stock is estimated at $617,500. On 610 kc, the station operates with 5 kw local sunset and 1 kw night. Same transferors and transferees are involved in WJOT relay application.

KOIN Portland application seeks approval of the sale of the station by C. W. Myers, Josephine Hunt, Gertrude E. Myers and KOIN Inc., trustee, to Field Enterprises Inc. for approximately $943,967 [BROADCASTING, Oct. 29]. Mr. Myers owns 64% of Class A stock, Mrs. Hunt 35%, and Mrs. Myers 1%. Thirty-two employes own 411 of 1,000 shares of Class B stock. Field Enterprises, in which Marshall Field owns 100% of preferred and Class A stock and 80% of Class B, is publisher of the *Chicago Sun* and owner of WJJD Chicago and WSAI Cincinnati. KOIN operates on 970 kc with 5,000 w.



Snow in September..

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

Lea Bill to Get Action Soon After Mid-January

HOUSE ACTION on the Lea Bill (HR-4737) to curb James Caesar Petrillo and his American Federation of Musicians will be asked by Rep. Clarence F. Lea (D-Cal.), its author and chairman of the Interstate & Foreign Commerce Committee, immediately after the second session of the 79th Congress convenes Jan. 14, Rep. Lea said last week.

Delay of legislative drafting clerks in rewriting certain provisions of the measure, coupled with other pressing legislation prevented committee action before the holiday recess Friday. Mr. Lea said, however, he would ask his committee to report out the bill shortly after the second session opens. Congress recessed Friday until Jan. 14, before the Committee could consider the rewritten measure [BROADCASTING, Dec. 17].

New York Test

TIME OUT Co., New York (Time Out liquid breath sweetener), will start 60-day spot campaign on five New York stations including WEAF WJZ WABC WOR on Feb. 1. Fifth station had not been selected last week. About five announcements are expected to be used on each station a day. Agency is Dudley Rollinson Co., New York.

Signs Full MBS

WILLIAMSON CANDY CO., Chicago, effective Jan. 13, will sponsor new mystery show, format yet unannounced, Sun. 4:30-5 p.m. on full Mutual network. Aubrey, Moore & Wallace, Chicago, is agency. Firm is slated to drop present sponsorship of "Famous Jury Trials" Fri. 9-9:30 p.m. on ABC, effective Feb. 1.

Compiling Glossary

GLOSSARY of radio terms and definitions is being compiled by the NAB to clear confusion on the meaning of many words commonly used in the industry. Action was taken by Edward M. Kirby, NAB public relations counsel, after a government economist had asked for clarification of the term "spot broadcasting." Stations have been asked to send in definitions of a number of radio terms.

Comfort Mfg. on ABC

COMFORT MFG. Co., Chicago (Craig-Martin toothpaste) will sponsor special broadcast of ABC "Club Matinee" 1:30-2 p.m. (CWT), on Christmas Day. Program will be repeated to ABC West Coast and Mountain stations at 5:30 p.m. (CST). Agency is McJunkin Adv., Chicago.

New J-W-T Time Buyer

FRANCES YOUNG, secretary to Alfred Crapsey, sales manager of KPO San Francisco, has joined J. Walter Thompson Co., San Francisco, as time buyer.

Wishing You A
MERRY CHRISTMAS

WCHS
Charleston, W. Va.

KFMB
Sells
SAN DIEGO

In California's 3rd city, KFMB reaches 90% of the San Diego County population. 373,000 persons within 15 miles of our antenna . . . listening to KFMB only for the primary ABC (American) network shows.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

—Classified Advertisements—

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Help wanted—Top flight newsman for small eastern state station. Not necessarily interested in commentator but man with all around news background, either newspaper or radio. Excellent opportunity. $200.00 per month to start. Tell all first letter accompanied by photo. Box 591, BROADCASTING.

Program director—For 250 watt network station. Midwestern city, 90,000. Complete responsibility but expect top results. Send transcription, picture and complete information. Box 621, BROADCASTING.

Sales manager—Progressive 250 watt middlewest metropolitan network station seeks sales manager capable doing aggressive job supervision and selling. Send picture and tell all. Box 622, BROADCASTING.

Combination announcer - operator is needed for transmitter work by progressive local, southeast. First class license preferred. Good pay and working conditions. Please supply brief job history. Write Box 630, BROADCASTING.

Station manager who has first class ticket and is familiar with every phase of broadcasting including programs, sales and public relations. Must be able to operate with small versatile staff. Thousand watt station in town of 7000 people. Salary starts at $350.00 with advancement based on economy of operation and sales production. An unusual opportunity for alert experienced administrator. Box 631, BROADCASTING.

Chief engineer—Want good, reliable man, plenty of experience, for fast growing 250 watter in middlewest. Send qualifications, personal information, and salary expected in first letter. Announcing ability preferable for occasional shift. Write Box 633, BROADCASTING.

Continuity chief — Progressive gang building progressive station needs progressive continuity chief, one with volume production, quality work, and no long hair. Man or woman acceptable. Small town, midwest, network affiliate. Job pays $35.00. Send info and picture pronto to Box 634, BROADCASTING.

College graduate to gather community news in New England city for radio broadcast. Full newspaper cooperation. Must know local news and how to get it. $45.00 weekly at start with opportunity to become newscaster with network affiliate. Send complete resume of education and experience. Box 635, BROADCASTING.

WMAJ at State College, Pa. wants young engineer with first class license. Write or phone immediately. Grand opportunity.

WKBH, LaCrosse, Wisconson is in need of a competent news editor. The man we want must be capable of doing local reporting, writing and one newscast daily.

Situations Wanted

Chief engineer seeks position with progressive station. Experienced in all phases of radio station operation, maintenance and installation. Past employers and associates testify to ability as the working kind of executive who gets a job done well. Box 544, BROADCASTING.

Newswise? Pep up sales with network newsman in or heading your news department—writing, announcing news and special events. 2¼ years NBC plus four years small stations—spells experienced programming. Excellent references. Box 596, BROADCASTING.

Announcer-sportscaster, MC. 5 years experience 250 watt to 50,000 watt. Proven ability and voice. Production experience, news, sports, ad lib, straight live shows a specialty. Interested in your offer. Box 597, BROADCASTING.

P. I. Stations, available soon, fully experienced mail-pull announcer, MC for one of the best known hillbilly shows in country. Also sports, news and staff work. 5 years experience. 25 years old. Would like to help boost your mail and make permanent position for myself. Box 598, BROADCASTING.

Commercial manager available Feb., experienced, prefer commission only. Box 607, BROADCASTING.

Situations Wanted (Cont'd)

Newscaster—Seeking permanent news berth in major market. 14 years experience in well known stations. Also, AFN and BBC. Honorable discharge. Family man. Experienced stage, radio, production. Best references. Box 609, BROADCASTING.

Are you looking for a good investment? Navy Lt. just released wishes start in radio. Graduate Northwestern University and student Medill School of Journalism. Age 26, family man. Can write news, publicity, promotion and handle disc jockey shows. Prefer NYC, California or Arizona. Available NYC interview now. An investment in this man will soon pay extra dividends to your station and will give him the start in radio he desires. Box 615, BROADCASTING.

Program director. Experienced production man. Writing, announcing, news, sports, play-by-play, acting, directing, alarm clock emcee. University degree. Former newspaper editor. Age 34, wife, child. Lieutenant Commander, USNR, two years overseas, ready for discharge. Box 617, BROADCASTING.

Newscaster—Network, network affiliate and independent experience. Can write own shows. Box 618, BROADCASTING.

University trained radio director. 38. Go anywhere. Box 619, BROADCASTING.

Naval officer available January. 6 years broadcasting experience, culminating in 1½ years management. Interested in position as manager, possibly part-owner, of promising southern local. BS, married, 30. Box 620, BROADCASTING.

Announcer-Saleman, continuity, production. Can handle all phases. Small station preferred. Eight years experience. Successful local, national sales record. Good publicity and promotion ideas. Terrific mail puller. $65.00 week. Box 623, BROADCASTING.

Marine Corps Lieutenant awaiting discharge desires to enter broadcasting field. Have 1st class license, maintenance, operating and administrative experience and good announcing voice. Box 624, BROADCASTING.

Outstanding radio actor—Comic-pioneer of radio drama. Long stage experience—snappy ad-libber, single, can produce own plays. Clever at originating plots. Narrator-newscaster. Want job with package show, agency or station. Transcription, photo. Address Box 626, BROADCASTING.

Radio engineer discharged from Army. Fifteen years broadcast experience. First phone, second telegraph license. Capable any technical assignment. Army tenure consisted technical supervision nineteen stations. Desire west coast. Family. Best references. Box 627, BROADCASTING.

Topnotch announcer—Broad experience, news, sports, general. Local network experience. Permanent, good salary. Age 28. References. Box 629, BROADCASTING.

South Pacific foot soldier wants to sit down. I am not looking for money. What I want is a job that will provide me with valuable station operation experience. I have a disc of my voice I'd like you to hear. Please write Box 632, BROADCASTING.

Major network producer desires executive sales position. A ten year record indicates a thorough knowledge of production, sales and promotion. Character and integrity have been unquestioned. Veteran World War II. Sgt. James A. Thomas, 628½ N. Plymouth, Los Angeles 4, California.

Jr. radio producer. Discharged veteran looking for opportunity in agency radio department. Prefer Chicago. Have knowledge of all phases of radio. R. E. Locke, 1430 N. Lotus Ave., Chicago.

Naval officer (electronic specialist) available Jan. 1 for position as transmitter engineer. Navy experience to 50 kw. AM or FM. Consider any location for good position. L. J. Kraehmer, 8311 S. Carpenter St., Chicago 20, Illinois.

Electronics engineer, soon to be released from war work, invites consideration for filling permanent, responsible, engineering position. BEE degree. Experience in broadcasting and UHF techniques. Available February first. Address R. E. Patterson, 377 East Madison Avenue, Springfield, Ohio.

UNO Plans Powerful Station
Shouse Proposes Cincinnati

UNITED NATIONS Organization is planning its own autonomous radio station in the U. S., answering to no government or communications organization.

Last Monday UNO authorities prepared a document on the rights and privileges of the organization within the zone of the new world peace headquarters. Included in the recommendations was a stipulation that UNO reserve the right to establish its own sending and receiving station.

Autonomous Body

According to Francis Colt de Wolf, State Dept. Telecommunications Division Chief, authorities now attending the UNO preparatory conference in London discussed possibilities of a station with State Dept. officials before leaving for London. It was recommended that the organization have both point-to-point and shortwave facilities within the headquarters zone.

Officials recommended that th stations should not come under th jurisdiction of either the FCC o any communications body. Frequencies may be allocated unde the Berne Bureau of Telecommunications to avoid interferenc Should any duplication of freque cies or other communications diff culties arise, Mr. de Wolf presumably would be liaison between th FCC and UNO on problems concerning U. S. broadcast stations.

The shortwave facilities doubtless would be for the use of UN members who could reach the entire world simultaneously on an announcements or information fo world consumption.

The FCC has received no wor of the proposed station, Earl Minderman, FCC Director of Information, told BROADCASTING last week As the UNO is without precedent there are no rules governing suc an organization's communication facilities. Under the Communications Act, no one may own an operate a station within the U. S unless an American citizen. Congress, however, may be asked fo legislation authorizing a UNO station within the U. S.

Decision in January

Also in the document drawn u in London last week were provisions for "unimpeded and saf transit" over all its territories t . . . accredited representatives o radio, press, and motion pictures

The UNO Preparatory Commission decided to postpone at leas until January when the assembl meets again, selection of a specifi site for the world organization.

James D. Shouse, vice-presiden of the Crosley Corp., Cincinnati in charge of broadcasting, accompanied by Mayor James Garfiel Stewart and Walter Eberle, Cincinnati Chamber of Commerce president, flew to London last week t present a formal invitation to th Commission to place UNO headquarters in Cincinnati. Mr. Shouse who suggested the move, cite proximity of the Bethany Transmitters, owned by the Governmen and operated by Crosley for th State Dept. He pointed out that th Bethany Transmitters are powerful enough to reach all of th United Nations.

It was understood, however, tha San Francisco is being given serious consideration by the preparatory commission because it rank third as a world communication center and has other advantages

Situations Wanted (Cont'd)

Ex-serviceman—27 years old, married—would like announcer's position in Los Angeles vicinity. Has had experience on network station with studio programs, turntables, network co-ops, etc. Ready to begin work after first of the year. Write James F. Tunis, 7419 Lankershim Blvd., No. Hollywood, Calif.

Versatile copywriter with varied business, advertising experience wants to join medium-sized or large agency where ideas and ability pay. 3½ years AAF. Chicago preferred. B. J. Gross, 5508 Hyde Park, Chicago.

Ambitious veteran, 25, with musical and theatrical background desires position with future in production, announcing or publicity department. College and army experience. Adolph Trilling, 104 East 4th St., New York, N. Y.

Hold first class radio telephone, 2nd class radiotelegram class A amateur licenses. Five years experience repair, factory testing radar work, USMC. Preference for East coast station. Kramer, 700 Oakland Place, New York 57, N. Y.

Engineer—Army officer just released from service desires connection with progressive station. Experienced in Signal Corps work for five years with 10 years as radio amateur. Seeking transmitter or control room work, could announce. Hold first class phone license, married, 28 years old. Will locate anywhere. Write Gordon M. Parks, 3936 Lower Beaver Road, Des Moines, Iowa.

Wanted to Buy

Wanted to buy—250 watt station in midwest or southwest. Give complete details. Box 625, BROADCASTING.

Wanted—Western Electric D-151070 cabinet for speech input equipment. WHAS, Louisville.

For Sale

2 Radiotone Transcription Turntables, new equipment, $390.00, WSSV, Petersburg, Virginia.

For sale—RCA 1 kw transmitter, type 1-C, complete with modulation and frequency monitors. Also, two 125 foot self supporting steel towers. Available immediately. Box 628, BROADCASTING.

Miscellaneous

Gags! Comedy! Free catalog. Box 616, BROADCASTING.

ATTENTION SERVICEMEN!

To aid servicemen seeking radio jobs, BROADCASTING will accept situation wanted classified ads at no charge. Thirty words maximum. Two insertions. Sign name, rank and give address.

NAB CONVENTION

Meeting in Central U. S. Likely for Fall

N NAB convention next fall in e interior of the country is the esent outlook, although the time d place remain undetermined.

This was the word from F. M. ussell, NBC Washington vice- esident and chairman of the AB Special Convention Commit- e, after canvassing prospects last eek. Officials of the Office of De- nse Transportation have indi- ted that the peak postwar trans- rtation load should be over in rly September. The suggestion, wever, was that if the conven- n is held, it should be in the idwest area, relatively equidis- nt from all points.

Mr. Russell, after conferring th his committee colleagues, ugh Terry, general manager of LZ Denver, and Harry Spence, KRO Aberdeen, Wash., both mem- rs of the NAB Board, concluded at they would shoot for latter rt of September or early October. e probable sites are Chicago or eveland— the latter because of municipal auditorium which uld house the convention and dis- ays.

The convention—which would be e first in two years—would have anticipated attendance of 1500 1800. The previous alltime high s between 1000-1100 in 1944. But th the emergence of FM, televi- n and other services, it is felt e attendance will reach a new -time peak.

Chicago Radio Newsmen Open Fight to Obtain Equal Rights

CHICAGO radio news editors took their first step Dec. 18 to obtain equal privileges with newspapers by organizing the Chicago Radio News Assn. at a luncheon at the Merchandise Mart.

Instances where radio newsmen have failed to receive equal facilities in covering national events were discussed. The New York to London inaugural flight of United Airlines, with five newspapers and only one radio outlet represented, and the refusal of Navy public relations to permit wire-recorded interviews at the Adm. Halsey press conference were cited.

Ray Elected

Bill Ray, NBC news director, Chicago division, was named temporary president, empowered to name two committees of five. One committee will nominate permanent officers subject to vote, and the second will draft a constitution.

The association was formed for the sole purpose of representing radio as an industry on national news events and not as a bargaining agent between radio newsmen and management.

At the meeting were: Bob Hurleigh and Paul Brines, WGN; Everett Holles, Jim Hurlbut and Don Kelly, WBBM-CBS; Bill Ray, John Thompson and Basket Moss, WMAQ-NBC; Connie O'Dea, WENR - ABC; Julian Bentley, WLS; Bob Ward, WJJD; Jim Dale, WIND; Roy Brubaker, WMBI; James Bormann, AP; Charles Ahrens, UP; George Gilotti and William Brons, INS.

All Chicago stations were invited to send representatives to the next meeting, to be held early in January. The group will meet weekly until constitution and bylaws are drafted, monthly thereafter.

The group recommended action to eliminate the volume of releases from publicity bureaus which, in most cases, are unacceptable for broadcast purposes. By drafting a policy outlining the needs of radio news departments, publicity men would be able to "angle" their releases with greater results, the members agreed.

Petrillo

(*Continued from page 15*)

r. Petrillo has forbidden AFM mbers to perform on any tele- sion station until agreements ve been reached. He has ordered tworks and independent stations pay standby fees or hire two ffs if they duplicate AM pro- ams on FM stations.

So far efforts to halt the mu- ians' czar have been futile, al- ugh Rep. Clarence F. Lea (D- l.), chairman of the House In- rstate & Foreign Commerce Com- ttee, will press for action short- after the New Year on his bill R-4737) to curb Petrillo's in- ds in broadcasting.

Mr. Petrillo and his union in the st have expressed the philosophy at it is wrong for a station to get through the use of network and orded music without employing e musicians locally. He has as been unable to control the adcast of recordings. The AFM ike against record manufactur- demonstrated that even stop- g production of new records had le effect on broadcasters, who nt on using the records that had en made during the years pre- ding the strike.

But when it comes to networks, e situation is quite different. hen a network affiliate station d the local AFM union have been unable to agree on a contract and the local has called on the national organization for assistance, the AFM has considerable power.

Usual procedure is for AFM to ask the network not to supply musical programs to the particular station. The network refuses to comply, pointing out that to do so would be to breach its contract with the station. The AFM then withdraws all remote musical pickups from the network, keeping them from the one station by keeping them from the entire network. On some occasions the union has gone further and withdrawn studio sustaining and even commercial broadcasts from the network as a means of exerting pressure on the individual affiliate to come to an agreement with the local union.

When previous agreements have been reached between the networks and the AFM, affiliates and non-affiliates have been known to make remarks about being "sold down the river." They have pointed out that the networks would rather increase the ante to the AFM than face the threat of several weeks without musical programs, particularly commercial musical programs.

For that, among other reasons, the networks may be expected to show no reluctance in handing this AFM problem over to the Industry Music Committee for solution. Certainly, they point out, it is an industry problem. It is unfair, they contend, to make demands upon affiliates and not upon non-network stations.

The following list of states, with the number of network stations employing musicians and those that do not, was compiled by the AFM and attached to the letters to the networks:

	With	Without
Alabama	1	13
Arizona	3	7
Arkansas	0	9
California	11	24
Colorado	3	4
Connecticut	4	7
Delaware	2	0
District of Columbia	4	0
Florida	8	18
Georgia	6	19
Idaho	0	6
Illinois	8	8
Indiana	9	8
Iowa	13	5
Kansas	4	9
Kentucky	4	6
Louisiana	5	8
Maine	3	3
Maryland	5	3
Massachusetts	11	9
Michigan	6	17
Minnesota	8	8
Mississippi	2	10
Missouri	12	6
Montana	0	7
Nebraska	6	2
Nevada	0	1
New Hampshire	2	3
New Jersey	2	1
New Mexico	0	5
New York	19	14
North Carolina	3	25
North Dakota	1	7
Ohio	21	7
Oklahoma	6	9
Oregon	3	11
Pennsylvania	22	8
Rhode Island	4	0
South Carolina	0	11
South Dakota	2	2
Tennessee	11	8
Texas	11	37
Utah	4	4
Vermont	0	3
Virginia	6	10
Washington	8	9
West Virginia	4	6
Wisconsin	8	12
Wyoming	0	2

NAB Reports Shifted

WEEKLY NAB Reports published by the trade association will have a Friday evening deadline instead of Thursday as heretofore, reaching most members Monday morning. Edward M. Kirby, NAB public relations counsel, said the later publication date will give opportunity for complete roundup of the week's activities.

Season's Greetings

WRC DOLL HOUSE

1945 WRC Doll House

from all of us at WRC

Best wishes for a very Merry Christmas and a Happy and Prosperous New Year

FIRST in WASHINGTON

WRC

NBC

980 ON YOUR DIAL

Sales Halted

(*Continued from page 18*)

consent to the assignment of a construction permit or license for an AM, FM, television or other broadcast station or for consent to the transfer of control of a corporation holding such a construction permit or license shall be filed with the Commission on Form F.C.C. No. 314 (Assignment of License) or F.C.C. No. 315 (Transfer of Control). Each application shall be accompanied by a copy of a proposed notice in a form prescribed by the Commission which notice the licensee or permittee shall cause to be published at least twice a week for the 3 weeks immediately following the filing of such application in a daily newspaper of general circulation published in the community in which the station is located. The notice shall state the terms and conditions of the proposed assignment or transfer, the name of the proposed assignee or transferee, and, further, that any other person desiring to purchase the facilities upon the same terms and conditions may file an application to this effect with the Federal Communications Commission within 60 days from the date of the first publication of the notice, which date shall be expressly set forth therein. Upon receipt of the application, the Commission itself will issue a similar public notice stating the terms and conditions of the proposed sale and stating that others may file competing applications for the same facilities upon the same terms and conditions.

(b) No action on any such application will be taken by the Commission for a period of 60 days from the date of filing, during which time any person desiring to purchase the facilities upon the same terms and conditions may file a competing application. In the case of such competing application, it shall be necessary for the applicant to execute only so much of the application form as relates to the proposed assignee or transferee—F.C.C. Form No. 314, Part II, and Form No. 315, Part III.

(c) If no competing application is filed during this 60-day period, the Commission will consider the original application upon its merits and will grant it if it appears from an examination of the application and supporting data public interest will be served thereby; otherwise it will be designated for hearing. If, during such 60-day period, any other application is filed, all such applications will then be considered simultaneously upon their merits, and if, upon such consideration, it appears that the proposed assignee or transferee selected by the licensee is the best qualified and that the transfer would otherwise be in the public interest, the Commission will grant the original application without a hearing. If the Commission is unable to make such a determination upon consideration of the several applications, the original application and all competing applications will be designated for hearing, to be heard in a consolidated proceeding, to determine among other things which of the applicants is best qualified to operate the station in the public interest.

(d) If, at the conclusion of such hearing, the Commission is of the opinion that the proposed assignee or transferee selected by the licensee is the best qualified and that the transfer is otherwise in the public interest, an order will be entered granting the original application. However, if the Commission is of the opinion that one of the other applicants is the best qualified and that a transfer is otherwise in the public interest, an order will be entered denying the original application and stating that the Commission's consent to an assignment of the license or construction permit or to the transfer of control of the corporate licensee or permittee to such competing applicant will be given provided the licensee or permitee and such competing applicant enter into and file with the Commission within 30 days from the date of such order a contract for the assignment of the license or construction permit, or the transfer of control of the licensee or permittee, to such competing applicant upon the same terms and conditions as stated in the original application or upon such other terms and conditions as the parties may agree upon and which new terms and conditions the Commission shall find to be in the public interest.

(e) The provisions of this section shall not apply to the following cases: (1) where there is a reorganization of a corporation which holds a license or construction permit, involving no change in beneficial ownership; (2) where there is an assignment from a decedent to his executor or administrator or from the executor or administrator to his duly appointed successor. This section, however, shall apply to an assignment or transfer from an executor or administrator to heirs, trustees, or third persons; (3) where there is an assignment from an individual or individuals to a corporation owned and controlled by such individual or individuals without any change in their respective interests or from a corporation to the individual stockholders controlling such corporation when there is no change in their respective interests; or (4) any other assignment or transfer that does not involve any change in the actual or beneficial ownership of the licensee.

Hayes to Chicago

GORDON HAYES, assistant sales manager of WTOP Washington, CBS owned and operated outlet, transfers to Chicago this week to join CBS Radio Sales western division, reporting to Wilbur Edwards, CBS Radio Sales manager in Chicago. Appointment is effective Jan. 1. Mr. Hayes has been with WTOP since April 1943 and before that was 10 years with *Washington Daily News*, the latter three as advertising manager.

I.T.&T. Income

CONSOLIDATED net income of $5,085,104 for the first nine months of 1945 was reported last week by International Telephone and Telegraph Corp. The corporation's income for a similar period last year was $5,743,398.

Second Station Granted To Marietta, O., in Week

SECOND new local station was granted by FCC last week for Marietta, O., community of 14,50 population, with approval of Parkersburg Sentinel Co. application for facilities of 250 w and unlimited hours on 1340 kc. FCC previous week approved request of Marietta Broadcasting Co. for 25 w on 1490 kc in Marietta.

Parkersburg Sentinel Co., publisher of *Parkersburg* (W. Va.) *Sentinel*, is affiliated with News Publishing Co., Wheeling, owner or controller of several regional newspaper firms including Evening Journal Publishing Co., Martinsburg, which is applicant for local station on 1490 kc. Marietta Broadcasting Co. is owned by Howard L. Chernoff, managing director of West Virginia Network, and Mildred and Melva G. Chernoff.

Commission authorized new station at Pottsville, Pa., on 1360 kc with 500 w daytime for A. V. Tidmore trading as Pottsville Broadcasting Co. Mr. Tidmore for five years had been general manager of WFMD Frederick, Md.

Marietta CP Granted Chattahoochee Group

AN APPLICATION for a new station was dismissed last week as the result of the death of the applicant and a grant was made to another applicant who had competed for the facility. The action resulted from the death of Virgil Evans, former owner of WSPA Spartanburg, S. C. [BROADCASTING Oct. 15], whose application for a station in Marietta, Ga., was considered along with that of Chattahoochee Broadcasters which requested the same facilities. Chattahoochee was given the grant, to operate on 1230 kc with 250 w power, provided its proposed site meets the requirements of the FCC and the Civil Aeronautics Administration.

C. E. HOOPER missed his own Christmas party last Wednesday, victim of the flu epidemic.

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High Power Tube Specialists Exclusively

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HOLLISTER
CRYSTALS
QUARTZ OSCILLATORS SINCE 1927
HOLLISTER CRYSTAL CO.
Boulder, Colorado

LOOKING OVER the crowd at a Christmas party given by cast of *Woman in White* serial in Chicago are (l to r) William Weddell, assistant sales manager, NBC Central Division; Irna Phillips, author of the show; Herb Futran, producer; Carl Wester, head of Carl Wester Agency, which handles the *Woman in White* program.

Streamlined Procedure for TV Hearings Is Proposed by FCC

PRE-HEARING conference hich may have far-reaching efects on the handling of multiple pplications for television stations the same locality has been called r Dec. 28 in the offices of FCC hairman Paul A. Porter.

While the meeting will be specically concerned with the eight pplications for stations in Washgton, hearings on which are to egin Jan. 21, it is regarded as ractically certain that the proedure to be established in these roceedings will be adopted for all ties in which video applications ceed available frequencies.

Called by Plotkin

The conference was called by arry Plotkin, FCC assistant genal counsel, to discuss the possility of simplifying the hearing rocedure, and particularly the ipulation by the applicants of rtain incontrovertible facts. The mmission had scheduled nine ys for the hearings, allowing one y for each of the nine applicaons originally filed. One of the plicants, the *Washington Times-erald*, owned by Mrs. Eleanor atterson, withdrew from the field st week.

Only legal counsel of the applints for the Washington stations ere invited to the conference, nding credence to the belief that e Commission is anxious to effect real screening of testimony. hairman Porter has exhibited inrest during various hearings in eeding up procedure.

The calling of the conference llows by less than two weeks the doption by the Commission of anges in hearing procedures to cilitate handling of the heavy hedule of cases during the first ree months of 1946. It appeared ident that further simplification ll be needed if the hundreds of applications still to be processed are disposed of in reasonable time.

The Washington cases are expected to set the precedent for the handling of consolidated television applications. They are the only cases to be designated for hearing and the only cases scheduled for hearing. The procedure used in these cases will doubtless apply to at least half the approximately 150 video applications in the Commission files. In nearly a dozen cities, including New York, Chicago and Philadelphia, applications exceed frequencies and will require hearings.

Applicants in Washington

Applicants for television in Washington are NBC, Bamberger Broadcasting Co., Philco Radio & Television Corp., Evening Star Broadcasting Co. (WMAL), Allen B. DuMont Labs Inc., Scripps-Howard Radio Inc., Capital Broadcasting Co. (WWDC), and Marcus Loew Booking Agency. FCC allocations provide four frequencies for the Capital.

Withdrawal of the *Times-Herald* application was ascribed by Mrs. Patterson in a petition filed with the FCC to pressure of her newspaper and other interests. However, it is understood that belief that the service will eventually move to the higher frequencies entered into her decision not to compete for the frequencies at this time.

At least two other applicants have withdrawn in the last few weeks, feeling that television is bound to move "upstairs." Since the withdrawal of Metropolitan Television Inc., New York, owned by two large department stores [BROADCASTING, Dec. 17], S. Filene & Sons, Boston department store, has also left the field.

ABC Dec. 19 presented Christmas bonus checks to all employes who had been with company year or more.

WKBW, WGR Must Cancel Time Lease With Tabernacle Within Thirty Days

BUFFALO Broadcasting Corp., licensee of WKBW and WGR Buffalo, N.Y., must cancel its lease for time to Churchill Tabernacle within 30 days, or lose its licenses in 90 days, the FCC ruled Thursday.

The Commission made final, with minor alterations, its proposed findings following four years of hearings and study [BROADCASTING, Sept. 17]. Under the ruling, licenses of both stations are extended temporarily for three months providing the licensee files with the FCC within 30 days after the decision becomes final a statement establishing that it has "full control over the operation of the stations and no further effect is being given the agreements with the Churchill Tabernacle."

Multiple Ownership Question

In addition to the contract issue, there is a question of multiple ownership. Under the duopoly regulation (Section 3.35) Buffalo Broadcasting must dispose of one station. Negotiations already are underway in that direction.

The Commission said it would permit filing of a new application looking towards licensing to the Buffalo Broadcasting Corp. of present facilities of either station, provided it is shown that if the license is granted, Buffalo Broadcasting would have "exclusive use and control of the station."

NLRB ORDERS VOTE ON AFRA AT WIBA

AN ELECTION within 60 days to determine whether employes of WIBA Madison, Wis., want to be represented for collective bargaining purposes by American Federation of Radio Artists (AFL) was ordered last Thursday by the National Labor Relations Board. Recommendations of a trial examiner, who conducted hearings July 31 in Madison, were sustained.

AFRA lost its appeal, however, to include salesmen and office employes in its unit. One salesman who does a 15-minute program daily and a continuity writer (classified as office employe) who also does a daily program were included as parttime air employes. NLRB found that WIBA, licensed to Badger Broadcasting Co., during 1944 "sold radio advertising valued at approximately $294,000, of which approximately $146,000 represented receipts from the sale of national advertising."

Except for two janitors, musicians, technicians and supervisors, AFRA sought to include all employes in its unit. The NLRB held, however, that AFRA's desire to include salesmen and office employes in the same unit with announcers "clearly does not conform to the well-established bargaining pattern with respect to radio station employes."

FC&B Appointments

GEORGE SMITH, former assistant manager of the new products development department of Standard Brands Inc., has been appointed assistant account executive of Foote, Cone & Belding, New York. Jack Laemmar, released from Navy as lieutenant commander, has rejoined Foote, Cone & Belding, Chicago, as assistant to Stuart Dawson, manager of radio department. Genevieve Lemper continues as time buyer for office.

LaGuardia To Add Sunday Broadcast

FIORELLO H. LaGUARDIA, who as Mayor of New York has broadcast on the city-owned station WNYC each Sunday noon since the beginning of the war, will continue his weekly "messages to the people" of that city after his retirement from office at the end of the year. New series will be broadcast on WJZ New York, 12-12:25 p.m., each Sunday starting Jan. 6, under sponsorship of June Dairy Products Co., New York.

Contract has been set for some time but was not signed pending completion of the Mayor's negotiations for a nationwide evening series, according to John McNeil, manager of WJZ, key station of ABC network which will carry the LaGuardia Sunday evening series sponsored by *Liberty* magazine [BROADCASTING, Dec. 10]. If another network had signed up the Mayor nationally, he might have preferred to do his local program on that network's New York outlet, Mr. McNeil explained. The Mayor has already become a WJZ feature, however, since he broadcast last spring on the station the last Thursday of each month.

Amount of the Sunday noon contract was not divulged, but it was learned that the contract runs for 52 weeks, with the first 26 weeks non-cancellable. Program will originate from the LaGuardia home in Riverdale, with Milton J. Cross as announcer. Both sponsor and station have agreed that neither will in any way censor the Mayor or limit his analyses of civic and national affairs.

SPONSORED TV SHOW FOR DUMONT STUDIO

NEW TELEVISION program will start on DuMont television station WABD New York, originating in the telestudios now under construction in the John Wanamaker Store when studios are completed later this winter or early next spring. Program, to be broadcast Monday through Saturday and tentatively entitled *Television Parade*, will be sponsored by not more than 30 manufacturers throughout the country on a participation basis. Sponsors are being solicited by Anderson, Davis & Platt, New York agency.

At Deadline...

CAESAR'S LEGIONS SEEK THE WORLD

(See Lead Story, Page 15)

RELEASE late Friday by NAB of letter from J. C. Petrillo, AFM president, banning overseas pickups of music effective Dec. 31 had immediate repercussions in certain official quarters. Possible cancellation of Army plans to pickup transcribed programs from Japan for home morale purposes as well as to broadcast a New Year's musical greetings from overseas troops was seen as one immediate result.

Text of the Petrillo letter, dated Dec. 5, follows:

"You will possibly recall that during the war the Federation waived its objections to network broadcasts of programs emanating from foreign countries, even though music for these programs was furnished by musicians who are not members of the American Federation of Musicians.

"We considered this a necessary wartime measure to promote goodwill and good relationships with other countries, and we're very happy to cooperate.

"However, now that the war is over, we believe that we should get back to normal as rapidly as possible. Therefore, will you kindly discontinue the broadcasting of any musical programs emanating from foreign countries, effective Dec. 31, 1945.

"This, of course, does not apply to the Dominion of Canada, where the musicians are members of the American Federation of Musicians."

TV STATIONS

(Continued from page 4)

mc. to the space between 50 and 54 mc. on March 1, 1946.

3. Stations assigned channel No. 2 (54-60 mc) may not begin operation before the 56 to 60 mc. frequency space is vacated by the amateur service on March 1, 1946.
4. The same procedure outlined in 1, 2 and 3 will be applied to experimental stations except that there will be no date set for return to new assignments.

Following are frequency assignments:

COMMERCIAL

Location, Licensee and Call Letters		New Assignment Channel No.	Old Assignment
Chicago, Balaban & Katz	WBKB	4 (66-72 mc)	2
New York, CBS	WCBW	2 (54-60 mc)	2
New York, DuMont Labs.	WABD	5 (76-82 mc)	4
New York, NBC	WNBT	4 (66-72 mc)	1
Philadelphia, Philco	WPTZ	3 (60-66 mc)	3
Schenectady, General Electric	WRGB	4 (66-72 mc)	3
EXPERIMENTAL			
Chicago, Balaban & Katz	W9XBK	4 (66-72 mc)	2
Cincinnati, Crosley Corp.	W8XCT	4 (66-72 mc)	1
New York & DuMont Labs. Passaic, N. J.	W2XVT W2XWV	5 (76-82 mc)	4
Los Angeles, Don Lee	W6XAO	2 (54-60 mc)	1
Springfield Twp., Pa., Philco	W3XE	3 (60-66 mc)	3
Los Angeles, Television Prod.	W6XYZ	5 (76-82 mc)	4
Chicago, Zenith	W9XZV	2 (54-60 mc)	1
Camden, N. J., RCA	W3XEP	6 (82-88 mc)	5
Iowa City, Ia., U. of Iowa	W9XUI	1 and 13 (44-50 mc) and (210-216 mc)	1 & 12

BBM ADOPTS SPOT CHECK

CANADA'S Bureau of Broadcast Measurement will discontinue gathering data by the continuing study, substituting one-time spot check system covering all Canada at one time, BBM directors made this decision to keep on a standard with BMB, and after consulting BMB and other agencies. BBM favors the mail ballot and will use this in obtaining its spot check. BBM has 57 Canadian station members, 60% of total, and expects 6 more early in new year; 42 Canadian agency members; 10 U. S. agencies; 47 advertisers; 8 representatives (3 in U. S.)

EDWIN F. STEVENS DIES

EDWIN F. STEVENS Jr., 44, executive vice president and general manager of Decca Records, vice chairman and director of World Broadcasting System, and executive vice president and director of Brunswick Radio Corp., Northern Music Co., Sun Music Co. and Clarence Williams Music Co., died Dec. 20 at his Scarsdale, N. Y. home. He was one of founders of Decca Records, serving as vice president and director since its organization in 1934. He entered record business 20 years ago.

FCC STAFF INCREASE

PASSAGE last week by Congress of deficiency appropriation of $392,500 for FCC for the remainder of 1946 fiscal year will permit limited expansion of personnel to handle broadcast matters. On basis of original request for $785,000, Commission had contemplated increase of 501 persons—52 to Broadcast Branch, Engineering Dept.; 10 to Broadcast Branch, Accounting Dept., and 28 to Broadcast Division, Law Dept. Increase of 11 was planned for License Division. Overall increase of 170 now planned.

WOW MUST FILE

RADIO STATION WOW Inc., licensee of WOW Omaha, must file application for license renewal within 30 days, according to FCC order. Action was taken in accord with decision of U. S. Supreme Court [BROADCASTING, June 25]. That decision on litigation involving station ownership and control, reversing decision of Nebraska Supreme Court, stated FCC must decide license issue before any action can be taken on station property issue.

FIZZ FIZZLED

FOR 5,981 broadcasts listeners to *Alka-Seltzer Newspaper of the Air* on Don Lee Pacific have heard the closing commercial featuring Alka Seltzer tablet fizzing in water. Fred Shields, announcer, fills electric percolator with water, plugs it in, checks it. Then as he is about to make final announcement, he picks up glass by its wire handle, fills it with water and at proper moment drops in tablet. On Dec. 13 routine was carried out smoothly until he announced, "And now, ladies and gentlemen, listen to it fizz!" Fred swooped the glass in front of mike but his face froze in horror. He had forgotten to put in water!

People

MAURICE B. MITCHELL, sales promotion-publicity director, WTOP-CBS Washington, becomes WTOP sales manager succeeding WILLIAM D. MURDOCK, resigned. GORDON HAYES, assistant sales manager, moves to Chicago office of CBS Radio Sales. Mr. Mitchell's successor unnamed.

MAJ. GEN. FLOYD L. PARKS, back from ETO as Chief of Staff, Combined Airborne Forces, and Commanding General, First Allied Airborne Army and Berlin District, named War Dept. public relations director succeeding COL. R. ERNEST DUPUY, acting director since October. Gen. Parks, serving under the director of information (see story this issue) is in charge of all Army news and pictures in U. S.

MARK UPSON, manager, Eastern Sales Division, Procter & Gamble Co., Cincinnati, promoted to general sales manager. E. C. MOFFATT, Western Sales Division manager, moves to Eastern Sales and PAUL R. PARRETTE, in charge of Los Angeles office, succeeded Mr. Moffatt.

JACK HANSSEN, former *Army Hour* announcer with First and Third Armies, now handling radio publicity for Surplus Property Administration. Before entering service he was program director of KYSM Mankato, Minn.

CHARLES J. ZELLER Jr., sales manager, United Broadcasting Co., Chicago, to Guenther-Bradford & Co., Chicago agency, as radio director.

DAVID B. SMITH, director of research, Philco Corp., elected vice-president in charge of engineering.

Closed Circuit

(Continued from page 4)

keen interest since assuming helm. He probably would favor showdown sometime soon.

RED TAPE IS holding it up, but Reconstruction Finance Corp. has seven-figure advertising budget duly ok'd down the line. Radio will come in for share of fund when RFC feels there is merchandise that can be sold by broadcast. Fuller & Smith & Ross is advertising agency for war surplus sales unit.

SHORTLY AFTER turn of year Census Bureau will start releasing first radio set ownership figures since 1940 decennial census. New data to cover number of farms possessing sets as of Jan. 1, 1945. Data, by counties, to be released driblet-wise with complete package available by April.

CONTRARY TO press speculation that he had been fired as Gen. Douglas MacArthur's Public Relations Officer, Brig. Gen. LeGrande A. Diller, now in U. S. on leave, will return to his Tokyo job in mid-January. Gen. Diller now planning news coverage Japanese war crimes trials. Gen. MacArthur doesn't fire men who were with him at Bataan.

BBC, WHICH now airs both heavier type programs of talks and symphonies and lighter entertainment such as popular music and comedy, reportedly preparing new program series of another stripe—to compete with commercial radio stations operating from the Continent. Latter said to worry officialdom of BBC.

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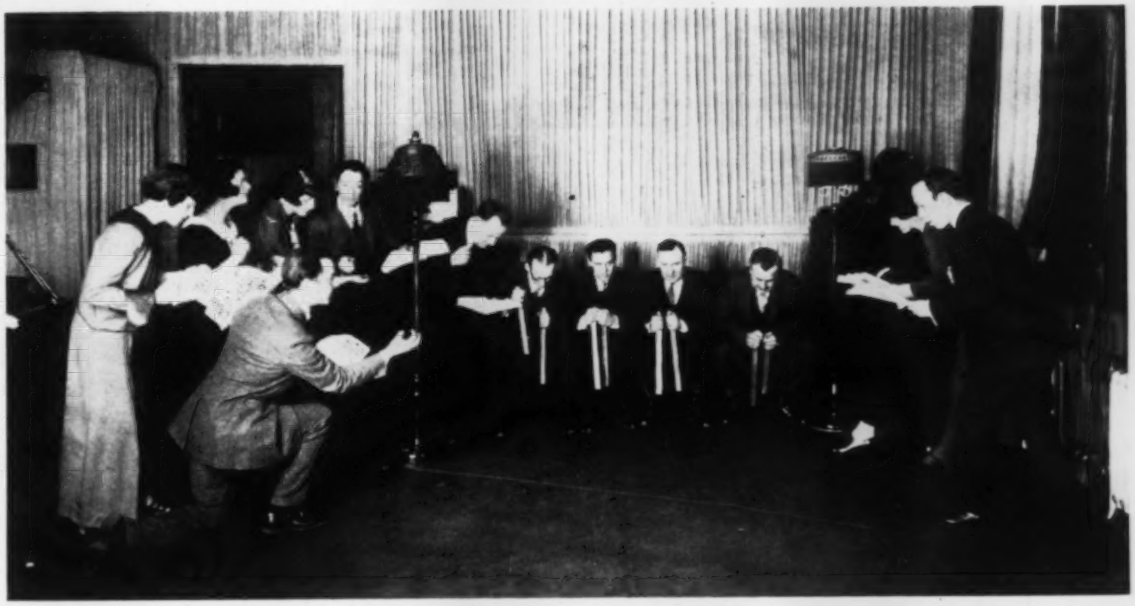
Salute to WGY, Schenectady for pioneering the field of radio dramatics



THE WORLD of make-believe found new planes of expression through the medium of radio broadcasting. If only for the countless hours of enjoyment provided shut-ins and those far off the beaten track of everyday life, radio can be justly proud of its accomplishments in dramatics—daytime and night as well.

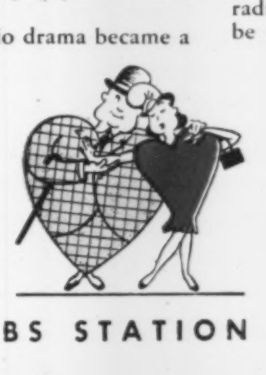
Broadcasting arrived on the scene back at the turn of the Twenties with the novelty of the medium itself as the tune-in incentive to the inquisitive listener. It was realized, however, that programming on a *day in and day out basis* would soon lose its luster existing only in wonderment.

What could lend itself better to radio's single dimension of sound than the challenge of dramatics? Limited only by the ingenuity of the human mind, radio was quick to appreciate its potentialities. On August 3, 1922, the WGY (Schenectady) Players, radio's first dramatic group, presented Eugene Walter's "The Wolf" in a full length performance lasting two and a half hours.

Beginning the next month, radio drama became a weekly feature on WGY with Broadway favorites dramatized—*The Garden of Allah, Secret Service, The Passing of the Third Floor Back* and nearly 200 others. Orchestra entre, acts and general theatre routine were followed. As in the photograph above, the whole cast simulated the sound of trotting horses (long before the days of sound effects) in the exciting climax of *The County Fair.* Note the lamp shaded microphones!

The history of WGY as one of America's pioneer broadcasters is star-studded with accomplishments. Television, which is coming into its own as the broadcasting industry enters the second quarter-century, looked to WGY for its first programming attempt in dramatics. On September 11, 1928, station manager Kolin Hager arranged for WGY to transmit the dialog and sound effects while the short wave station W2XAF carried the picture signals.

To compare such early day efforts with the finished productions of today again exemplifies the broad advancements of American broadcasting in the few short years of its existence. KMBC's unique *Joanne Taylor* weekday program series of fashion news *set to dramatics* is now in its 13th continuous year of pleasing Heart of America listeners. The CBS *Radio Theatre* remains year after year as one of radio's top preferred programs. One almost would be tempted to say *radio dramatics are here to stay.*



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